

Southern HARDWARE

MAY
1956

This Dealer
Closes for Vacation
Pg. 35

Including the SOUTHERN FARM EQUIPMENT section

ALL NEW



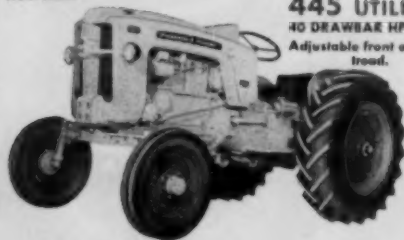
ALL THE WAY!



Announcing MM's **OUT-AHEAD** tractor the all-new **POWER^{lined} 445**



445 UNIVERSAL
40 DRAWBAR HP CLASS
Interchangeable single wheel,
dual wheel, or extendable
front ends.



445 UTILITY
40 DRAWBAR HP CLASS
Adjustable front and rear
tread.

These are Minneapolis-Moline's completely new **POWER^{lined}** tractors—out-ahead in dynamic design, packed with high-compression power and scores of exclusive new MM advantages. . . All tractors with revolutionary MM Ampli-Torc drive to boost power or speed in every gear; new hydraulic power steering; new heavy-duty hydraulic hitch; power adjusted rear wheel tread; and a complete line of new power-matched MM machines to make **POWER^{lined}** advantages pay off to the limit!

It's the *out-ahead* look in power farming . . . coming *your way* soon!

MINNEAPOLIS-MOLINE MINNEAPOLIS 1, MINNESOTA



NEW

HIGH COMPRESSION
POWER
All new valve-in-
head engines.



NEW

POWER STEERING
Steer with a touch on
any ground.



NEW

AMPLI-TORC
Revolutionary MM
Speed-Power Selector.



NEW

NEW HYDRAULIC HITCH
Time-saving hydraulic
hook-up, 2-way
control.

More Models...More Sales!

WITH

MURRAY

WHEEL GOODS



MURRAY FBI RADIO CAR—Features flashing light, one of 12 stylish autos.



MURRAY TRACTORS
Deluxe and standard models, both chain drive.



MURRAY GO-CARTS
The four baby walker-stroller with a folding handle.

Your market is unlimited when you sell the complete Murray line. For it includes items for every age — tots to teenagers. Start selling the younger set Murray-Go-Round Baby Walkers. Next they graduate to Murray velocipedes and juvenile cars. When they reach the two-wheeler stage, they want Murray park cycles and bicycles . . . There is a wide range of sizes and models priced for every pocketbook . . . Display this famous and truly complete line right now!

THE MURRAY OHIO MFG. CO.

Cleveland 10, Ohio



MURRAY BICYCLES—This super deluxe bike is one of 26 quality models, regular and lightweight.

MURRAY VELOCIPEDS
Seven series in all popular sizes and price ranges.

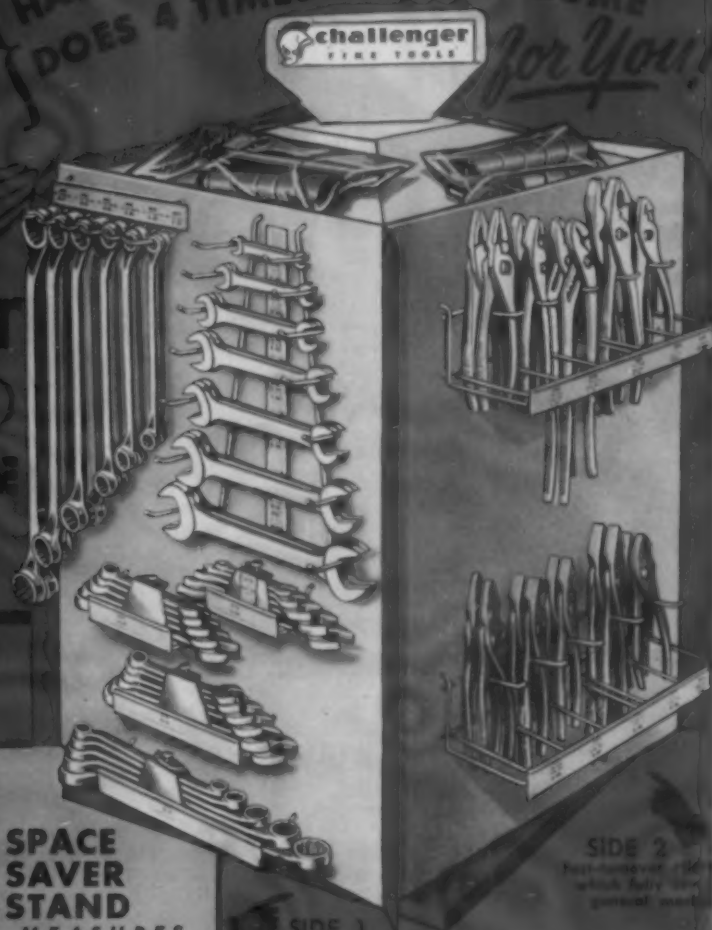


on your
counter

HAS 4 TIMES THE SELLING POWER
DOES 4 TIMES MORE VOLUME
for You!

challenger
#675 (REVOLVING)
SELF-SERVICE

**4 SIDE
SELLER**



**SPACE
SAVER
STAND**

MEASURES
only 17½" Square
x 24" High. Amazingly Compact!

SIDE 1

Big-Seller Open End,
Box and Combination
Wrenches . . . Individual
and in sets

TOP

Features push-bottom,
priced Satisfaction Sets

SIDE 2

Best-Seller Pliers
which fully show
general assort.

SIDE 3

Open End, Box and
Combination Wrenches in
continuous daily demand

SIDE 4

All styles and sizes
of Punches, Chisels,
and Screwdrivers for
widest variety of jobs

**COMES WITH 119 NATIONALLY-ADVERTISED
EVERY-DAY-USE FAST-MOVING TOOLS**

Now you get 4 times more sales punch, 4 times more profit from your valuable counter space. And this 4-Side Seller is an eye-catcher de luxe . . . made of smooth metal in sunshine yellow and red . . . a perfect background for the sparkling-finish, nationally-advertised, volume-selling tools. Also eliminates work on your part . . . because your customers choose exactly what they need from the big selection of Wrenches, Pliers, Punches, Chisels and Screwdrivers. Every tool is identified and price-marked (markers come with unit) . . . extreme values create instant sales action . . . rigid factory guarantee covers both material and workmanship. Order your 4-Side Seller from your regular jobber now — or write for name of nearest supplier today!

- ★ CONTINUOUS YEAR-ROUND PROFIT MAKER . . . WITH "FILL-INS" ALWAYS AVAILABLE FOR EVERY TOOL YOU SELL
- ★ FULLY AUTOMATIC MERCHANDISER . . . EACH TOOL INDIVIDUALLY IDENTIFIED AND RETAIL PRICE-MARKED
- ★ EXTRA DURABLE, SMOOTH-REVOLVING STAND. 4 SIDES, TOP AND TOOL RACKS ARE BUILT OF METAL
- ★ POPULAR PRICES ASSURE QUICK TURNOVER. ALL TOOLS MANUFACTURED AND GUARANTEED BY

PENENS CORPORATION
SCHILLER PARK, ILLINOIS

How many wire baskets can you sell in the next 9 months?

Four dozen? Maybe six dozen? To some, even these estimates would seem to be stretching it a bit. But, when you stop to think about it, rubbish and burner baskets are actually essential year 'round items. Every home and property owner is a prospect. Red Tag thinks that perhaps the reason you may not be doing as much business on wire baskets as you should is because you just naturally consider them seasonable, and therefore neglect to put sales effort behind them except in the fall and spring.

**SAFE
CLOSE MESH**



Red Tag's Merchandising Tips:

YOU CAN DOUBLE OR TRIPLE YOUR BASKETS BUSINESS BY FEATURING CYCLONE CATCH-ALL BASKETS

Yes, you should easily sell two or three times more Cyclone wire baskets than a brand of unknown quality. About all you need to do is to keep them out front in a good spot where everybody entering your store can see them.

Arrange them in an attractive display so the familiar "Red Tag" stands out. This famous symbol of quality and the readily apparent superior quality construction of the baskets will do the trick for you.

**ORDER
NOW!**

A BETTER BUY FOR YOUR STORE... A BETTER BUY FOR YOUR CUSTOMERS

Cyclone Catch-All Baskets are B I G (28" high, 20" top diameter, 16" bottom diameter). They are made of heavy No. 10 wire for rough service. Their close (1½") mesh makes for greater safety when burning trash. This safe, close mesh is

welded at every fourth intersection (there are 198 strong welds) to make them extra rigid, extra durable. They are available with baked green enamel finish, or (on special order) galvanized after fabrication.

Contact your Cyclone jobber without delay. And, remember, Cyclone Catch-All Baskets will sell faster, so don't underestimate your requirements.

CYCLONE FENCE DEPARTMENT, AMERICAN STEEL & WIRE DIVISION, UNITED STATES STEEL CORPORATION
WAUKEGAN, ILLINOIS • SALES OFFICES COAST-TO-COAST • UNITED STATES STEEL EXPORT COMPANY, NEW YORK

USS CYCLONE[™] "Red Tag" HARDWARE PRODUCTS

HARDWARE CLOTH
Welded Edge-Woven Fabric

INSECT WIRE SCREENING
Galvanized-Bronze-Aluminum

FLEXIBLE STEEL MATS
Clean Better—Last Longer

CATCH-ALL BASKETS
198 Separate Welds

LAWN FENCE GATES
Woven or Welded Fabric

UNITED STATES STEEL

Southern HARDWARE

Hardware & Allied Lines - Farm Operating Equipment

Vol. 125

May, 1956

No. 5

T. W. McALLISTER, Managing Director

RALPH E. KIRBY, Editor

FRANCES A. KELLY, Assistant Editor

BARON CREAGER, Southwestern Editor
(7713 Inwood Road, Dallas 9, Texas)

CHARLES E. SMITH J. A. MOODY
Business Manager Production Manager

CONTENTS

Business Trends	4
Dealer Forum	6
Hardware Industry News	8
Paint Sales Climb Upward	33
Close for Vacation?	35
Profit Formula for Fishing Tackle	36
Cashing in on Sales of Room Coolers	37
Gardening Know-How Builds Volume	38
Thread? in a Hardware Store?	39
Selling Picnic Supplies	40
New Orleans Convention	41
Catalogs & Bulletins	51
Dealer Sales Aids	75
New Products	89

FARM EQUIPMENT SECTION

Facts and Trends	99
Solving Maintenance Problems	100
They Cultivate the Real Prospects	102
\$200,000 Annually from Specialty Lines	104
They Doubled Sales of Cotton Pickers	106

ANNUAL SUBSCRIPTION—\$1.00

Business Representatives

E. L. ROGERS, 299 Madison Ave., New York, N. Y. Phone: Murray Hill 2-4959; J. D. PARSONS, 39 Atlantic Ave., Cohasset, Mass. Phone: Cohasset 4-0712; KARL MAYERS, 11 Ale Wives Rd., RFD 2, Norwalk, Conn. Phone: Temple 8-2187; GEORGE ISSERWOOD, 590 Rutherford Drive, Springfield (Del. Co.) Pa. Phone: K. I. 3-0760; HUGH AULL, 333 N. Michigan Blvd., Chicago, Ill. Phone CE 6-4131; A. E. C. SMITH, P. O. Box 3054, Cleveland 17, Ohio. Phone: Cherry 1-7252; L. B. CHAPPELL, 810 S. Robertson Blvd., Los Angeles 35, Calif. Phone: CR 4-5131; W. C. RUTLAND, P. O. Box 102 Gastonia, N. C. Phone: 7-7995; BARON CREAGER, 7713 Inwood Road, Dallas 9, Texas. Phone: FL 7-2957; RAY RICKLES, 814 Chamber of Commerce Bldg., Miami, Fla. Phone: 9-1485.

Published Monthly by

W. R. C. SMITH PUBLISHING COMPANY

Atlanta, Ga., and Dalton, Ga.

Editorial and Business Offices


806 Peachtree Street, N.E., Atlanta 8, Ga.

Publishers Also of

ELECTRICAL SOUTH SOUTHERN AUTOMOTIVE JOURNAL
SOUTHERN BUILDING SUPPLIES TEXTILE INDUSTRIES
SOUTHERN POWER & INDUSTRY

W. J. ROOKS, Chairman of the Board; RICHARD P. SMITH, President and Treasurer; T. W. McALLISTER, First Vice-President; B. W. O'BRIEN, Vice-Pres.; A. E. C. SMITH, Vice-Pres.; JOHN C. COOK, Vice-Pres.; A. F. ROBERTS, Secretary; SARA J. JONES, Assistant Secretary and Treasurer

Copyright 1956, W. R. C. Smith Publishing Co., Atlanta, Ga.



**JOB
TESTED**

**PET®
POWER TOOLS**

YOUR NEW GUARANTEE

the fact is: PET quality is proved by unbiased reports from a leading research institute. Proved by on-the-job tests by workmen. Watch for the PET Job-Tested seal. It's your guarantee of top-quality tools.

the fact is: Both distributors and dealers get top volume with PET's new and different plan. It's a continuing, local area sales plan with big, powerful newspaper ads, and the most complete, proven merchandising kits the industry has ever seen. Plus our sales and advertising personnel, on the spot, to help distributors! Plus a potent national campaign!

the fact is: Once you find out about this new and different PET plan, you'll find a new high in power tool sales!

**those who depend on tools,
depend on . . . PET**

mail coupon today for full details

mail to: GEORGE WEATHERBY, Sales Manager
PORTABLE ELECTRIC TOOLS, INC. Dept. SH5-56
320 West 83rd Street, Chicago 20, Illinois

Please send me full details about your new local area PET sales plan.

NAME _____

FIRM NAME _____

ADDRESS _____

CITY _____ STATE _____

BUSINESS TRENDS

- ▶ **Business Picture**—After reaching an all-time high late in '55 the business boom has developed some soft spots. Automobile production is down slightly along with output of home appliances. Housing starts have dipped below previous high levels and farm income has taken another slide. On the plus side: industry's total output remains high along with nonfarm employment. Personal income continues at a record level and there is no let-up in business spending for plants and equipment.
- ▶ **Income Payments**—Though personal income in the early part of the year was a bit under 55's last quarter, the annual rate still is an impressive \$313 billion. Consumer spending has eased somewhat with most of the decline being in consumer durables, primarily automobiles. Total retail sales in February were about 2% under January. Since September 1955 retail sales have averaged about \$16 billion monthly.
- ▶ **Inventories Up**—Both manufacturing and trade inventories climbed during the year's first quarter. Much of the increase is centered in the automotive industry. However, manufacturers of other durables and non-durables also are expanding inventories.
- ▶ **Construction**—Expenditures in February, at an annual rate of \$41.5 billion, were up from previous months and the outlook for future building activity is brighter. Housing starts, weak in recent months, have risen to an annual rate of more than 1.2 million.
- ▶ **Consumer Credit**—Total consumer credit outstanding in the first quarter was \$35.6 billion, approximately equal to 13% of the annual rate of consumer incomes after taxes. This compares with \$29.8 billion a year ago, which was 11% of income after taxes at that time.
- ▶ **Wholesale Sales**—Sales by the nation's wholesalers as the year opened were 12% above January, 1955. Hardware wholesalers for the month reported average gains of 15%. In the South increases by regions were as follows: East South Central, 11%; South Atlantic, 13%; and West South Central, 10%.
- ▶ **Employment**—Despite a dip of some 300,000 workers in February, the total civilian labor force at 62.6 million had grown substantially larger than the 59.9 million of a year ago.
- ▶ **Rise in Prices**—Under the pressure of constant demand prices at the wholesale level have inched upward. In March distributor prices averaged about 2 1/2% higher than a year ago, the highest peak since early in 1952. Consumer prices have not as yet followed the trend in wholesale prices but some upward adjustment is likely during the year.

This is why you can make **MORE MONEY** with

Rapidayton

WATER APPLIANCES

The Rapidayton line brings you **more profit** because it gives you **more to sell**: the most modern line in America, outstanding performance, and many exclusive and "worth more" features. The large number of fully-assembled package water systems, and such time-saving features as the Quick-Connect flange, save you time and money on each installation. The dependability of Rapidayton high-quality products eliminates unprofitable call-backs. Rapidayton products give the buyer more water for his money. Rapidayton products give you more opportunities for building a solid, profitable business. Get catalog.



the most modern line in America

THE DOLPHIN* SUBMERSIBLE

The Rapidayton Dolphin has been heralded as the greatest submersible pump ever built. Because of its entirely new design and the use of new high-quality materials, it sets a standard of performance and dependability never previously attained. The exclusive design of the stages insures maximum efficiency and highest abrasion resistance. Instead of the usual brass, tough nylon and stainless steel are used. The Dolphin also has an exclusive no-thrust impeller design and a "Double Quad" diffuser, for much greater efficiency. For 4" wells, 0 to 500 feet. Pressures up to 80 lbs., capacities to 1,000 g.p.h. (Patent Pending.)

*TRADEMARK



PACKAGE SYSTEMS

Rapidayton sets the pace with assembled, package systems—ready to install as they come from the shipping carton. These include shallow, deep well, and convertible pumps with both single and "twin" stages—and horizontal and vertical tanks ranging from 4-gallon to 52-gallon sizes. Large vertical tank models meet FHA requirements. Depths ranging to 150 feet. Get catalog.



CELLAR DRAINERS

High quality, outstanding performance, and low competitive prices give you a big volume opportunity with Rapidayton cellar drainers. Submersible and upright models.



WATER SOFTENERS

A full line of manual and automatic models to enable you to capture the heart of the market. Downflow softening, upflow backwash. Mail coupon for catalog.



STAINLESS TANK

Only Rapidayton has a stainless steel tank.

Get this **FREE** Catalog



The Tait Manufacturing Company

Established 1906 as Dayton Pump & Mfg. Co.

Dept. 174, Dayton 1, Ohio

Please rush complete new catalog, showing full line of Rapidayton water appliances.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____



Question: What other retail outlets are your most serious competition and on what lines?

R. W. Jacobs, Manager

**Zac Lentz Hardware
Victoria, Texas**

"OUR MOST serious competition comes from drug stores and supermarkets, and they compete with us particularly strong on all housewares and more particularly on aluminum.



"One reason why they're cutting in on our volume in these items is that both supermarkets and drug stores remain open longer hours than the average hardware store, and they also have heavier customer traffic. Particularly they attract more women.

"We're gradually overcoming some of this competition, however, by use of a number of factors. For example, we deliberately stock housewares of better quality than generally found in drug stores and supermarkets, since one of the main appeals made by this competition is price. We do not depend so much on impulse buying of quality housewares. When a woman comes to the hardware store, she comes for a definite purpose, to buy a definite item. We combine advertising to induce her to come to the store for better housewares and inviting housewares displays to attract her attention when she comes in for some other item.

"We are increasing our housewares stock, improving our display facilities and advertising housewares more than formerly. We likewise are making our entire store more attractive to women by use of modern fixtures and more attention to floor and window display.

"Housewares are a natural line for the hardware store and we believe that proper attention to merchandising the lines will restore housewares and especially aluminum to their former important position in the hardware store."

Blaine J. Farmer

**Farmer Hardware Co.
Knoxville, Tenn.**

"GROCERY, variety and drug stores are proving to be serious competition. They now carry housewares, appliances, nails and some other hardware lines.



"The supermarkets especially have taken on more such lines which are in competition.

"We have found the best way to meet

competition is to have good merchandise, open displays and the right prices. We have our lines out where people can see them and can easily select what they want. We have some items displayed on the wide sidewalk in front of our store, so that people passing may see them and our big glass fronts let people see inside. We also have lighted displays along the walls. When we moved from our old store across the street to our new building we arranged modern open displays of complete lines in most everything wanted by hardware store customers.

"We plan to add a checkout counter, the same as supermarkets have. I believe in semi-self service, but not complete self-service in a hardware store. We still try to give our customers good service. We also run 'specials' right along in meeting competition."

Robert Brickman, Owner

**Piney Branch Hardware
Takoma Park, Md.**

"THE DISCOUNT house and chain drugstore are getting into more and more lines all the time, presenting serious competition for the hardware retailer who frequently



has no weapons of his own to combat them. Such lines and products as mowers, wheel goods, and appliances, in fact any item over

\$5, are the ones that the discount houses go after, undermining the volume that the hardware retailer has taken years to build up.

"My answer to the discount house is service. We have a basement repair shop equipped at a cost of \$4,000 to repair, overhaul and sharpen mowers, to fabricate machine parts when they are not available, to file saws, repair wheel goods, overhaul doorchecks and make innumerable other repairs that customers come in for. As a tool maker and machinist, I instruct customers in home repairs and improvements. Service is something that a customer cannot get at a discount house or chain drugstore. Dependable maintenance service is essential to a customer buying a power mower, and that is why we can hold our own on this item.

"Service brings people back. Traffic created by service is a stimulant to sales in all departments. Service saves people money and builds goodwill.

"Quality merchandise is another weapon with which the hardware retailer can combat the chain

(Continued on page 96)

away with the old oaken bucket!



... feature

WATER BOY

portable water coolers

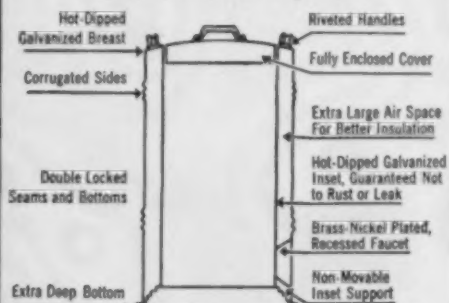


WITH THE NEW
SPARKLEEN*
liner

Keeps water sparkling clean
... keeps coffee, lemonade
and other beverages
odor-free, taste-free

Non-Toxic coating approved
by the Food and Drug
Administration.

**NOTE THESE IMPORTANT
CONSTRUCTION FEATURES**



Here's the *modern* way to keep drinking water sparkling pure and refreshingly cool! DeLuxe WATER BOY portable coolers go everywhere ... do a *better* job of keeping men *on* the job.

WATER BOYS are big, rugged, built to take abuse on construction and logging work, in oil fields, warehouses, service trucks—everywhere men work. Ideal for hunters and fishermen, too.

Stock and feature these versatile water coolers. In popular 2, 3, 5 and 10 gallon sizes, they're made of quality materials and carry the DeLuxe name. Point out the "extras" ... they'll build extra sales and extra profits for you! Order from your jobber today.



THE SCHLUETER MFG. CO. • ST. LOUIS 7, MO.

A complete line of galvanized ware, tinware and other specialties

SOUTHERN HARDWARE for MAY, 1956

INDUSTRY NEWS

Lewis Promoted in Sales by Henderson & Baird

HENDERSON & BAIRD Hardware Co., wholesalers in Greenwood, Miss., announces the promotion of J. Howard Lewis to executive vice-president in charge of sales for



J. Howard Lewis

both Greenwood and Greenville. The appointment is effective immediately, according to H. L. DeLoach, president.

Lewis has represented the company in the Greenwood territory for a number of years.

ber H-18; the Tool Merchant, number H-8; and three glass door oak display cases, numbers A, B and G. There is no charge for any of the display fixtures, according to the manufacturer.

Utica Tool Sales Manager Frank Marshall stated that the permanency of these units will mean restocking orders and plus sales for distributors.

Reid Cox to Represent Portable Electric Tools

GEORGE W. Weatherby, vice-president in charge of sales, Portable Electric Tools, Inc., Chicago, announces the appointment of Reid Cox as representative in Georgia, Tennessee, Alabama and Florida.

General Sales Manager of Mathias Klein Dies

H. B. WILSON, general sales manager of Mathias Klein & Sons, Chicago, Ill., died at his home February 16, 1956. Wilson was



H. B. Wilson

born in Wimbledon, England in 1878.

After wide experience in the hardware field, he joined Mathias Klein & Sons in 1915. Throughout his life he was active in serving the hardware industry and was past president of the American Hardware Manufacturers Association.

He is survived by two children, Margaret Humphreys and Harry B. Wilson. For the last 10 years he made his home in Kenilworth, Ill.

Utica Sponsors Contest for Distributor Group

UTICA Drop Forge & Tool Corp., Utica, N. Y., was scheduled to begin nationally a hardware distributor salesmen incentive program on April 15.

The contest, known as Utica's Lucky 7, will run for 90 days. It offers hardware distributor salesmen cash bonuses for sales on seven of Utica's tool displays. The contest will close July 15.

The seven bonus displays include two adjustable wrench displays, numbers W-5 and W-8; the Merchantman stocking display, num-

New Plant Underway for Snapper Products



The new plant, now under construction at McDonough, Ga., where Snapper's Turtle Power Mowers will be manufactured beginning this summer, will contain over 78,000 square feet of space—almost two acres of factory facilities. McDonough Power Equipment, Inc. (formerly Southern Saw Works) plans to move its present Atlanta plant on completion of the new, modern plant in McDonough.

YOUR CUSTOMER CAN'T RESIST

NEW

SKINPAK handy-hooks

And **SELLEC-TREE** Makes
Selection Easy!



That's right! Every customer needs Handy-Hooks in his home and the gleaming, plastic-coated SKINPAK cards on the sparkling **SELLEC • TREE** get his instant attention! The pennant illustrates their many uses so he doesn't waste your time with questions. And he helps himself from this assortment of the twelve fastest-selling styles, lays the money on the counter!

**THIS SELF-SERVICE COMBINATION
IS A NATURAL!**

(1) SKINPAK keeps Handy-Hooks and cards shining and clean, demands attention, prevents loss of parts, shows uniform 29c price, eliminates 2c and 3c sales, gives complete instructions on back, brings clean sale right to cashier.

(2) **SELLEC • TREE** is only 14" diameter; 27" height gives you full view of store. Finger-tip rotation keeps stock of 160 SKINPAK cards constantly visible, displaying 12 most popular styles. And **SELLEC • TREE** is FREE with initial order.

(3) **COUNTER MERCHANDISER #3**, designed to supplement SKINPAK and **SELLEC • TREE**, contains 19 selected types—ring styles, shelf brackets and single and double welded Handy-Hooks, ranging from 7c to 53c. With this **THREE-PART** self-service team, you make a fast profit of \$18.60 on the **SELLEC • TREE** assortment, \$20 on **MERCHANDISER #3** assortment.

MERCHANDISER #3 contains 19 types, 434 Handy-hooks, selected from Rear merchandisers #1 and #2. Only 16" x 20" counter space. Self-service placard in lid.



SELLEC • TREE is only 14" diameter, 27" high. Triangular pennant permits full view of store.



Leading distributors handle Handy-Hooks, counter displays and Merchandisers. Call your wholesaler now or send for information on our big line, including 31 new styles not yet announced—and we'll tell you how you can get **SELLEC • TREE** and **MERCHANDISER #3** without cost!



DIVISION **VADCO PRODUCTS, INC.**

12899 Mt. Elliott, Corner of Luce, Detroit 12, Mich.

O. H. Mann Passes Away At Home in Dallas, Tex.

O. H. MANN, who for many years has been one of the Southwest's most prominent and most successful wholesale hardware executives, passed away at his home in Dallas on April 1 following a brief illness. He was 69 years of age.

Born in Walthall, Mississippi, Mr. Mann entered the hardware business in Tyler, Texas with the J. R. Adams Hardware Co. He came to Dallas in 1923 as credit manager for a wholesale grocery company, then joined Higgin-



O. H. Mann

botham-Pearlstone Hardware Co. when this wholesale house was formed in 1926. He was secretary-treasurer at the start; but has been vice-president and general manager of the company since 1930.

Mr. Mann has long been one of the most active members of the Southern Wholesale Hardware Association and the Texas Wholesale Hardware Association and was a past president of the latter organization. Surviving relatives include the widow; a daughter, Mrs. Meredyth Mann Newberry, of Dallas; two sisters and three grandchildren.

Scovill Manufacturing Promotes Hathaway

SCOVILL Manufacturing Co., Waterbury, Conn., announces the appointment of J. North Hathaway as assistant sales manager, garden hose accessories sales, Merchandise



J. North Hathaway

Division. The appointment became effective March 1 and Hathaway was to be located in Waterbury.

Hathaway joined Scovill in 1946 as a salesman in the Los Angeles office. In 1952 he was transferred to the Chicago sales office. In 1954 he was appointed sales promotion manager, garden hose accessories, Merchandise Division.

A native of California, Hathaway is a graduate of the University of California. He now lives in Cheshire, Conn.

Savage Arms Appoints Assistant Sales Head

O. E. PAULEY has been appointed assistant to the sales manager of the Lawn Mower Division of the Savage Arms Corp., Chicopee Falls, Mass., it was announced by



O. E. Pauley

A. W. Schenck, sales manager.

Pauley joined Savage in 1953 as sales representative in the middle Atlantic states with headquarters in Richmond, Va. Prior to that time, he traveled for the C. M. McClung Co., Knoxville, Tenn. He is a graduate of the University of Tennessee.

Pauley will have his headquarters at the general sales office at Chicopee Falls.

Dallas Wholesale Credit Managers Name President

LEE D. MILLER, credit manager of The Schoellkopf Co., Dallas, Texas, has been elected president of the Dallas Wholesale Credit



Lee D. Miller

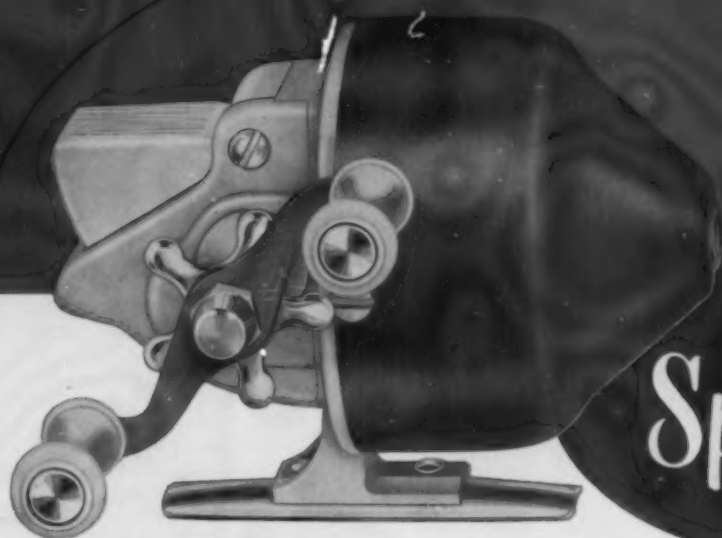
Managers Association. He has been credit manager of the wholesale organization since 1941 and has served on the board of directors of the Dallas credit managers association for the past three years.

Gronberg Resigns; Now Manufacturers Rep

GLEN GRONBERG, of Rockford, Ill., announces his recent resignation as western sales manager of The Washburn Co., Worcester, Mass., manufacturers of Androck products. His new business will be that of manufacturers representative, covering Illinois and surrounding states, with lines directed to the hardware and housewares trade.

ONLY SPINNING REEL THAT FEATURES

NO LINE TWIST!



Bronson
Spin-King

No. 700 • \$19.95

- First push-button spinner with star drag
- Use on bait or spinning rod
- Hardened alloy line guide
- Non-reversing crank
- Finished in satin aluminum, rich brown and beige
- Reel spool filled with approx. 100 yds. 6-lb. test limp monofilament
- Extra spools available

DESIGNED FOR
BOTH FRESH WATER
AND SALT WATER
FISHING

You'll get the "straight line" story from any fellow who owns a Bronson "Spin-King", because the spool on this new spinning reel never turns . . . so line just can't twist! With only minutes of practice, any fisherman can cast like an old master.

And this is only one among many outstanding "Spin-King" features. It's the first push-button spinner with star drag . . . adjusts to perfect tension in action. To create real sales excitement, let your customers try the "Spin-King's" line feathering control.

It's the smoothest thumb lever action ever devised . . . always sure shot control without mid-air snapping or grabbing.

For super-smooth retrieve action, all "Spin-King" beveled gears are precision machined and bearings are self-lubricating. Exclusive four-point line pick-up automatically engages extra fast, whether line is slack or taut. Make easy "push-button" profits all season long—get set right away with your stock of Bronson "Spin-Kings".

BRONSON REEL COMPANY • BRONSON, MICHIGAN
Division of Higbie Mfg. Co.

Build sales with...



Decker, President of Black & Decker, Dies

ALONZO Galloway Decker, chairman of the board, president and one of the founders of The Black & Decker Manufacturing Co., makers of portable electric tools,



A. G. Decker

died at a Baltimore hospital March 18.

Mr. Decker, 72, had been president of Black & Decker since the death of its other founder, S. Duncan Black, in 1951. Before that, and from the time the two men started in business together in 1910, Mr. Decker had served as vice-president and general manager.

From the beginning, Mr. Decker devoted his efforts to the designing and manufacturing phases of the business and Mr. Black handled sales and administration.

Black & Decker Mfg. Co. Elects Black President

ROBERT D. Black was elected president and chairman of the board of The Black & Decker Manufacturing Co. to fill the vacancy caused by the death of Alonzo G. Decker on March 18. At the same time, Alonzo G. Decker, Jr., was elected executive vice-president of the company. These elections were announced immediately following a recent meeting of the board of directors at the company's offices in Towson, Md.

At the same meeting, J. Theodore Wolfe, executive vice-president of the Baltimore Gas & Electric Co., was elected a director of the electric tool company; Black was named chairman of the executive committee of the board, and John T. Menzies, president of the Crosse & Blackwell Co., a Black & Decker director since 1940, was named a member of the executive committee.

Black, who is 59, has been executive vice-president of the portable electric tool company since 1954 and a director since 1940. He is the youngest brother of S. Duncan Black, who, along with the senior Decker, founded the organization in 1910.

Long Career

Beginning in 1917 as a screw machine operator at the newly-built Black & Decker Towson plant, Black rose to positions of increasing responsibility over the years. He was elected vice-president in charge of sales in 1940, and became vice-president in 1951, serving in this capacity until assuming the newly-created post of executive vice-president in 1954.

He studied machine shop practice at Rindge Technical School, Cambridge, Mass., and then majored in chemical engineering at Northeastern College, Boston.

Besides his positions with Black & Decker, Black is a director of the Fidelity-Baltimore National Bank and Trust Co., and of the Baltimore Association of Commerce. He is also a trustee of



Robert D. Black

Goucher College, Towson, Md.

Alonzo Decker, Jr. has been associated with Black & Decker since his graduation from Cornell University as an electrical engineer in 1929.

His interest and activity have been primarily with the engineering and manufacturing phases of the business. In 1940 he was elected vice-president in charge of manufacturing, and in 1954 vice-president. He is also a director of the company. Besides these, he is deputy chairman of the Federal Reserve Bank of Richmond, a director of the New York Wire Cloth Co. of York, Pa., and chairman of the Baltimore County Planning Board.

O. F. Mossberg Appoints General Manager-Director

O. F. MOSSBERG & Sons, Inc., firearms manufacturers of New Haven, Conn., has announced the appointment of Paul A. Jacobson as general manager from January 1, 1956 and as a director from February 14, 1956.



Paul A. Jacobson

Jacobson has come up through the ranks with steady progress since he joined the Mossberg organization in 1933 as a machine operator. From there he progressed to inspector, job setter, foreman, assistant superintendent, works manager and now to his present position.

Jacobson lives in East Haven, Conn.



This year Peters ammunition advertising will be read by more shooters than ever!

This year Peters goes after your best shooting and hunting customers harder than ever before!

Big, exciting advertisements are appearing for the first time in six more national magazines—American Legion, Elks, Young Men, Trap & Field, Future Farmer and Mechanix Illustrated. And so Peters boosts its advertising circulation by more than 4,000,000!

That's over four million new customers to hear

about Peters "High Velocity" power and dependability. And when they see the success stories that famous guides and hunters have to tell about this powerful and popular sporting ammunition—you'll have yourself some new customers.

So make sure you have a full supply of Peters "High Velocity" ammunition on hand. Check your full line today. And be ready now for extra sales!

Peters *sales* **PACKS THE POWER!**

PETERS CARTRIDGE DIVISION, BRIDGEPORT 2, CONN.

"High Velocity" is a trademark of Peters Cartridge Division, Remington Arms Company, Inc.



(Continued from page 12)

Lawn-Boy Appoints Smith Assistant Sales Manager

EFFECTIVE April 1, Raymond Smith was appointed assistant sales manager of Lawn-Boy power mowers. He will have his office at the factory location at Lamar, Mo.



Smith

Haverly

Prior to his appointment, Smith was district sales manager for the Southwest District. His successor is William Haverly of Tulsa, Okla., who has been a Lawn-Boy salesman in that territory.

Lawn-Boy is a division of Outboard, Marine & Manufacturing Co., makers of Johnson & Evinrude outboard motors.

Rome Hardware Co. Now Exclusively Wholesale

THE ROME Hardware Co., on January 1, discontinued its retail store which was operated in conjunction with its wholesale department and is now exclusively wholesale, M. C. White, vice-president and general manager, announces.

The company recently moved into its new building on Dean Ave., in Rome, Ga., and is better equipped to serve the retail dealers in the territory.

Atlanta Warehouses Open for Lawson H. Yates Co.

TO SERVICE the territory covered by the Lawson H. Yates Co., manufacturers' representatives with

headquarters in Nashville, Tennessee, several companies have opened warehouses in Atlanta, Ga., at 311-401 Foundry St., N. W. They are: Bemis Manufacturing Co., Sheboygan Falls, Wisconsin; The Union Malleable Manufacturing Co., Ashland, Ohio; and The Deutsch Co., Los Angeles, California.

The Yates company has announced that the establishment of warehouse facilities for these companies will mean overnight delivery to most wholesalers in the territory.

M. J. Ragir Elected Autoyre President

M. J. RAGIR has been elected president of the Autoyre Co., Oakville, Conn., manufacturer of bathroom and closet fixtures. He was previously vice-president in charge of sales.

A native of Grand Rapids, Mich., Ragir joined Ekco Products Co. as a salesman in 1947 and subsequently became district manager for



M. J. Ragir

Ekco in the Metropolitan New York district.

In January 1955, he took over the sales post at Autoyre, which is a subsidiary of Ekco and recently completed an extensive expansion of the Autoyre sales force.

Ragir succeeds Stuart J. Lovridge, who remains with the company in a consultant capacity.

Corpus Christi Hardware Co. Celebrates 50th Anniversary

THE CORPUS Christi Hardware Co. and its president, Edwin F. Flato, marked their 50th year of service to South Texas hardware dealers with a giant "Sell-A-Bratton," February 16-19. The show was held in Exposition Hall overlooking Corpus Christi Bay on downtown Shoreline Drive.

The event was planned to be both a celebration of Flato's 50th year in business and a selling event which would reach all classes of customers served by the company's four divisions. Shuttle bus service between Exposition Hall and the company's 3½-acre plant on the outskirts of the city was provided and guided tours of the plant were carried out throughout the show.

Boat rides, a style show for the ladies, and free refreshments were offered to entertain dealers and their wives.

The first three days were open

to dealers and their sales personnel only. More than 4,000 identification badges were issued during this period. The last day of the show was open to the general public. A crowd estimated at 8,000 people visited the booths on Sunday.

Approximately 250 factory representatives combined their efforts with the entire sales force of Corpus Christi Hardware to show and sell goods, merchandising ideas and display methods to the dealers.

The long list of attendance prizes was headed by a 1956 pickup truck which was won by F. B. Kuhnel of Kuhnel and Sons Hardware in Karnes City, Texas. The second attendance prize was a blue mink stole which was won by Mrs. Paul Hansen whose husband is associated with Bell, Inc., in Donna, Texas.

Serve Yourself **BOLTS**

bring
you



Greater **PROFITS**
More **FLEXIBILITY**
Increased **TURNOVER**



**SERVE YOURSELF
BOLT TRAY**

Trays can be purchased separately or with custom "Ready-Stocked" Assortments, Carriage Bolts, Small Machine Bolts, Large Machine Bolts, Cap Screws and Nuts and Stove Bolts.

All bolts and nuts are Brite-Plated with nuts attached and you can choose the sizes and types that your customers ask for most often.

Refills are Special Small Quantities—No Over-stock Storage.



with the **FIRST FLEXIBLE BOLT DISPLAY**

Now Available
Through Your Lamson Distributor

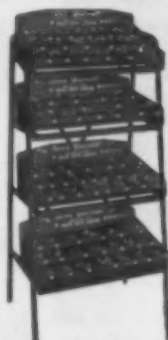
These new Lamson & Sessions **SERVE YOURSELF** Bolt Trays bring "Back Room" bolts "Up Front" for increased sales.

These new NRHA approved metal bolt trays are so flexible they fit perfectly on standard islands, gondolas, and wall counters. A **SPECIAL ALL METAL TRAY STAND** with a durable baked enamel finish, as illustrated below, is also available for floor display.

ADDITIONAL FEATURES OF THE LAMSON & SESSIONS "SERVE YOURSELF" BOLT TRAYS

- All Metal Tray with Adjustable Metal Dividers and Price Ticket Holders (size 14" long x 23" wide x 9" high).
- Price Tickets for Current Suggested Selling Prices.
- Measuring Device for Checking Length and Diameter.

SELL YOUR "BACK ROOM" BOLT STOCK WITH A SERVE YOURSELF BOLT TRAY "UP FRONT"!



**SPECIAL
TRAY STAND**

MAIL THIS COUPON TODAY:

THE LAMSON & SESSIONS CO.

1971 West 85th Street
Cleveland 2, Ohio

Please send me details on the new Lamson & Sessions Flexible Bolt Display.

Company Name _____

Address _____

City _____ State _____

Your Name _____

Irwin Auger Bit Co. Names Brandehoff Sales Manager

IRVIN A. Brandehoff has been made sales manager of The Irwin Auger Bit Co., Wilmington, Ohio. The announcement was made by Ray C. Fischer, Irwin's president, following the company's annual board meeting.



Irvin A. Brandehoff

Brandehoff joined Irwin early in 1949 and was later appointed sales representative for Ohio and Kentucky.

All officers and directors of the company were reelected at the annual meeting, including Ray C. Fischer who will continue to serve as Irwin's president.

Clinton Machine Co. Holds Atlanta Meeting

MORE THAN 100 retailers, distributors and gasoline power equipment territory men attended an informative meeting held by the Clinton Machine Co., in March in Atlanta, Ga.

Management personnel on hand for the meeting included C. Erbacher, general sales manager and J. Cooley, after market sales manager. Purpose of the meeting was to impress upon retailers that Clinton as a manufacturer feels a responsibility to the consumer to insure that he gets complete satisfaction.

Explained at the meeting was

the company's newest service program. In this program, service is available to customers for \$3.00 at factory-authorized service stations. At present the company has set up 10,000 of these stations.

Fones Bros. Appoints Sporting Goods Head

ROBERT H. Baker, president and treasurer, Fones Brothers Hardware Co., Little Rock, Ark., announces the appointment of Glen Ferguson as manager of the company's enlarged sporting goods department. He was to assume his duties April 2.

For the past eight years, Ferguson has been manager of the sporting goods department of Brown-Roberts Hardware & Supply Co., Alexandria, La.

Two specialty sporting goods salesmen will travel under Ferguson's supervision in his present position.

S. L. Allen Announces Executive Appointments

WILLIAM T. Llewellyn, president of S. L. Allen & Co., Inc., Philadelphia, manufacturers of Flexible Flyer sleds, skis, Flexy Racers, and Planet Jr. tractors, farm and garden tools, announces a number of appointments within the corporation.

At the same time William H. Roberts, Jr., sales vice-president, announces his retirement. Roberts has been associated with the company since graduation from Haverford College in 1912. He was elected secretary of the company in 1918 and became sales manager in 1921.

Walter H. Kleinhenn, secretary of the company, has been named general sales manager. Kleinhenn joined S. L. Allen & Co. in 1908 following his graduation from Girard College of Philadelphia. Long active in the sales department, he was elected secretary in 1945.

Walter H. Adams, assistant sales manager, was appointed domestic sales manager. Leslie Young, assistant to the sales vice-president,

is now assistant sales manager.

Other executives who will complete the sales and marketing staff of the company are Albert G. Jacoby, export sales manager, and Harold W. Laros, advertising manager.

Adams joined the company in 1950. He was appointed assistant sales manager in 1954 following four years as midwestern representative in the sales department.

Young, a long time employee of the firm, was formerly a sales representative in the midwestern and southern territories. On a leave of absence during World War II, Young returned to the company to become actively associated with the sale of Flexible Flyer and Planet Jr. products.

Stratton & Terstegge Co. Elects Carson Director

A. J. CARSON, general sales manager of the wholesale division of Stratton & Terstegge Co., Louisville, Ky., recently was made a director of the wholesale organization.



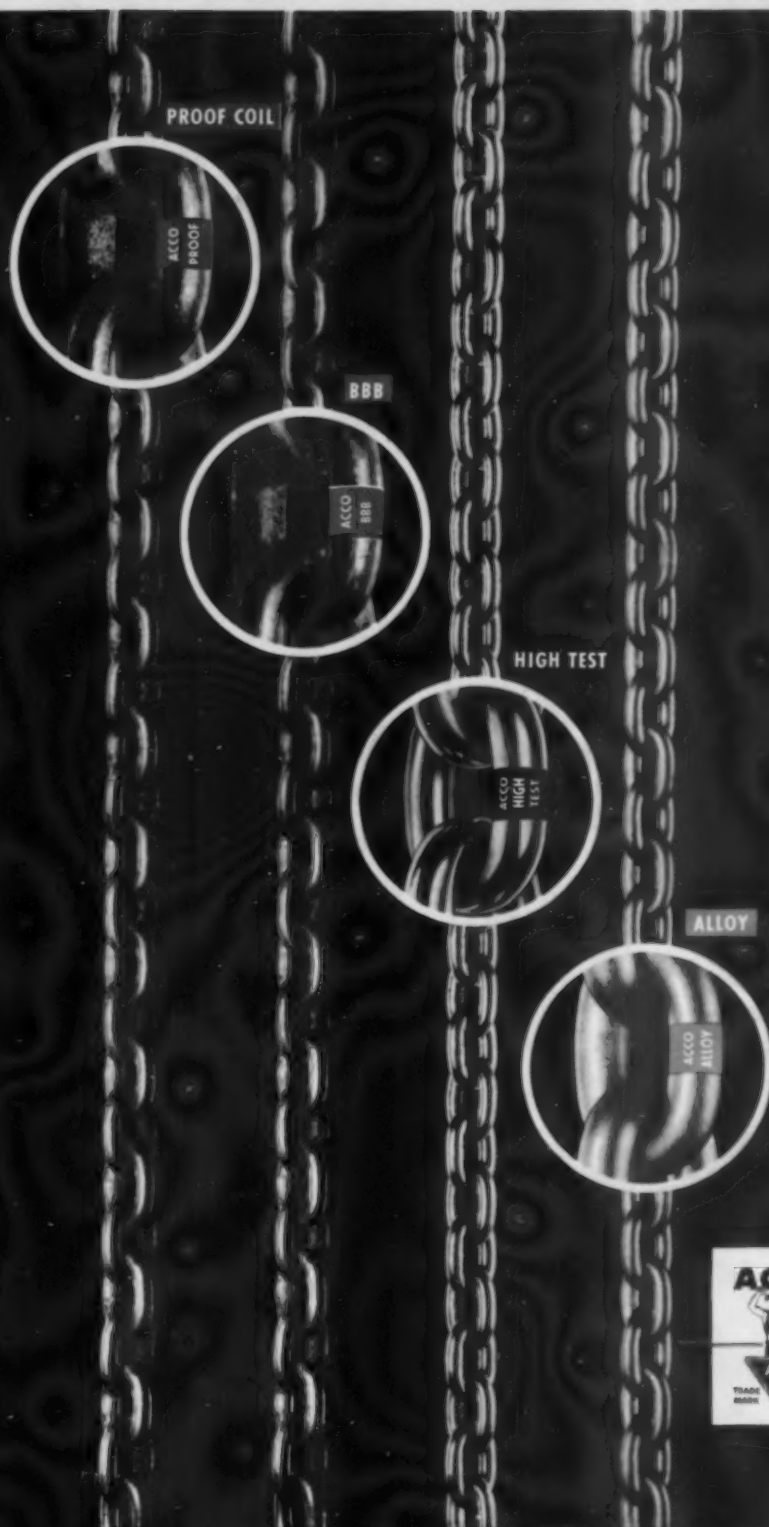
A. J. Carson

Carson began work for the company in 1930 and in 1938 took a territory as salesman working out of Nashville, Tenn. After serving with the Armed Forces from 1942 to 1945, he became a salesman in the city of Louisville. In 1950 he was made city sales manager and in 1954 general sales manager of the wholesale division.



American Chain Now **MARKED**

- for quick Identification
- for easy Measurement
- for full Protection



ACCO now comes up with a great new idea in chain selling—an idea that will not only increase your sales of AMERICAN chain, but will save you time and trouble while building your profits!

From now on, ACCO chain will be color-marked, every five feet, with a self-identifying band of stick-tight tape. The tapes, each bearing the name ACCO and the grade of the chain, will be in standard industry colors as follows:

GREEN for ACCO Proof Coil

RED for ACCO BBB

BLUE for ACCO High Test

ORANGE for ACCO Alloy

Containers are marked with the same colors

Quick Identification • These new markings tell you and your customers instantly what grade the chain is, and who makes it. This makes selling easier—and makes buying easier and faster. It eliminates the possibility of confusion or error.

Easy Measurement • Because one of these bright, durable tape markers appears every five feet of the chain, it is a simple matter to measure off the desired length of chain in seconds.

Full Protection • These color-identification markers assure your customer that he is getting genuine ACCO-made chain of the type he wants—and in the length he wants. No chance for anything to go wrong. Even a color-blind person can identify these chains by reading the clear markings!

Now, more than ever, it will pay you to stock and push AMERICAN chain. Order these color-identified chains from your distributor today

ACCO



American Chain Division
AMERICAN CHAIN & CABLE

York, Pa., Atlanta, Boston, Chicago, Denver, Detroit, Houston, Los Angeles, New York, Philadelphia, Pittsburgh, Portland, Ore., San Francisco, Bridgeport, Conn.



More Chain Sales for YOU

through ACCO's complete new packaging program

ACCO'S great new packaging program, designed to stimulate sales of AMERICAN CHAIN products and build profits for hardware stores, is now complete. The distinctive packaging has impact and high recognition value. It helps buyer and seller alike.



New Packages for Shelf Chain Items

All AMERICAN CHAIN shelf items now come in attractive blue-and-gold packages (see above) which make it easy for you and your salespeople to locate any packaged chain item in seconds. The colorful packages on your shelves and counters will attract customers and build chain sales for you.



New ACCO-PAILS

ACCO-PAILS of Proof and BBB Coil Chain make attractive displays on counters, or in any store location. Newly-designed labels now make them brighter and more colorful. Labels are in standard industry colors for instant identification: **GREEN** for Proof Coil Chain, **RED** for BBB Coil Chain.



Steel Drums for Bulk Chain Selling

Sturdy steel storage drums, with readily removable tops, are used for ACCO Proof Coil, BBB Coil, High Test and Alloy chain. Each drum now bears a colored label for easy identification.

This new program is not confined to shelf items alone. It extends to all chain containers: boxes, cartons, ACCO-PAILS and steel drums. All are labeled for quick identification, not only of the ACCO brand, but also of the contents of the container. Thus, you—the dealer—are enabled to find promptly just what your customers want. Time and effort are saved for you and your customers.

Results: faster and easier buying and selling...better customer satisfaction...more sales and profits for you.

Newly Improved Chain Sales-Maker

The convenient, popular ACCO CHAIN SALES-MAKER has been improved by the addition of a quick-action cutting bar, which permits snipping off just the length of chain desired. Saves time and steps.

With the attractive Chain Sales-Maker, you can display a wide assortment of chain in very little floor space. Your customers can see and feel the chain—and buy it!

The Chain Sales-Maker is shipped complete with your choice of several chain assortments (ask your Distributor about these); chain comes on reels; packaged refills, on reels, available. Illustrated is Assortment 38, our most popular one.

Assortment No. 38 (7 reels)

- 175 Ft. 2/0 Tenso Chain, Bright Zinc Plated
- 125 Ft. 3/0 Lock Link Chain, Bright Zinc Plated
- 200 Ft. 3 Tenso Chain, Bright Zinc Plated
- 75 Ft. 2/0 Twist Machine Chain, Bright Zinc Plated
- 100 Ft. 35 Sash Chain, Bright Zinc Plated
- 200 Ft. 1/0 Brass Safety Chain, Bright Finish
- 200 Ft. 16 Double Steel Jack Chain, Bright Zinc Plated



New Cartons for Quick Identification

These new ACCO cartons, used for packing many shelf-item packages as well as certain bulk items, are self-identifying. Each has an all-around ACCO design in blue and gold—and each is clearly labeled as to its contents. Very handy to stock, store and display.



Order through your Distributor

ACCO



American Chain Division AMERICAN CHAIN & CABLE

York, Pa., Atlanta, Boston, Chicago, Denver, Detroit, Houston, Los Angeles, New York, Philadelphia, Pittsburgh, Portland, Ore., San Francisco, Bridgeport, Conn.

Better Value



Shown above are graduates of the four-day Hardware Management Institute held recently at the University of Houston

Texas Group Completes Management Course

TWENTY certificates of recognition for satisfactory completion of the course were awarded to that number of retail hardware store owners, managers and department heads who attended the first annual Hardware Management Institute conducted at the University of Houston, in Houston, Texas, last March 19 to 22.

This four-day course, which included three principal subjects and a dozen workshop discussions, was sponsored jointly by the Texas Hardware and Implement Association and the Texas Wholesale Hardware Association, both with headquarters in Dallas. The two associations enjoyed the cooperation of the Texas Education Agency.

Ray M. Souder, executive secretary of the Texas Hardware and Implement Association, said that in this initial effort he considered the sponsors fortunate to have as many as a score of "students" enrolled.

"But because of the success of this institute from the viewpoint of valuable training received, it will be different next year," he added.

"It may be that the relatively small, initial enrollment resulted from skepticism about the value of the course among hardware people.

However, those who did attend were unrestrained in their praise and I have some very wonderful letters of appreciation from those who earned certificates. The word will spread and next year we will have a finer course and much more interest."

Souder said he especially wanted to commend Tom W. Hall, head of the Hall Wholesale Hardware Co., of Dallas who, as representative of the Texas Wholesale Hardware Association, conducted a class in "Merchandising Turnover," making this subject highly interesting.

Other Subjects

Other principal subjects were: "Human Relations," with James C. Taylor, director of the downtown school, University of Houston, as instructor and "Selling and Sales Promotion," with Verne R. Lane, president of the Sales Research Institute of Houston, as instructor.

Plasco G. Moore of Austin, director of education for the Texas Education Agency, conducted daily workshop discussions on subjects chosen by the class, as follows:

"How to Move Obsolete Merchandise," "What to Do About Short Profit Lines in Order to Effect a Better Than Break-Even Margin," "How to Get More Dollar Volume from Advertising," "How

to Get Salespeople to Sell Related Items and Practice Suggestive Selling," "How to Train Personnel," "How to Create and Maintain Enthusiasm in Salespeople."

Half a dozen additional subjects were listed, but did not reach the discussion stage because of time limitations.

Classes were held daily in Oberholtzer Hall on the University of Houston Campus and enrollees made use of guest dormitory facilities.

Those who attended and won certificates are:

Fred Axt, Grand Prairie Hardware, Grand Prairie; Buford M. Batts, Walnut Hill Hardware; William J. Lalla, L. J. Sharp Hardware, Inc.; Robert H. Lindop, Jr., Lindop's Hardware, all of Dallas; Lydia N. Cochrum, Baytown Hardware Co., Baytown; Alvin L. Doggett and Carl I. Miller, Harlingen Hardware and Supply and George J. Lingle, Aldridge-Washmon Co., all of Harlingen; Grady C. Jacobs and Rex G. Payne, Payne and Payne, Center.

John B. Vaught, Vaught Stores and Joe C. Miles, Miles Hardware, both of Austin; Florence D. Harborn, Stalsby Tractor Co., Dayton; J. Dickson House, House Hardware and Furniture, Paris; Jack D. May, Aldridge-Washmon Co., Raymondville; Robert Monk, Cason, Monk and Co., Nacogdoches; Carl E. Roberts, Grogan's Atlanta; Delphine J. Rod, Wendel's Hardware and Implement, El Campo; Frank J. Skibba, Kelly's Hardware, Houston; Warfield R. Smith, Warfield Smith Hardware, San Antonio.

♦

Embree Manufacturing Co. Appoints Kulman Co.

KULMAN Brokerage Co., manufacturers representatives in Atlanta, Georgia, has been appointed southeastern representative for Embree Manufacturing Co. of Elizabeth, N. J.

The Kulman organization will cover Georgia, Florida, South Carolina, Alabama, and Mississippi, handling Embree's Fix-Crak, Super Wipe-On floor finish, Koton paint, and its entire line of housewares-hardware products.

More people buy Super[®] Kem-Tone and Kem-Glo[®] than any other paints

1

They're always out front
with the newest most-
wanted colors!

2

They're presold by
more consumer adver-
tising than any other
paints . . . 1956 bigger
than ever!

3

Popular KEM TINTING
COLORS . . . so simple
and easy to use . . . work
with both Alkyd and
Latex paints!

... no wonder Super Kem-Tone and



4

No wonder Dealers made
\$35,000,000 in profits
from these 2 fastest
selling paints in 1955!

Made and Distributed by the Allied Paint Leaders of the World

The Sherwin-Williams Co., Cleveland

Acme Quality Paints, Inc., Detroit • John Lucas & Co., Philadelphia

W. W. Lawrence & Co., Pittsburgh • The Martin-Senour Co., Chicago

The Lowe Brothers Co., Dayton • Rogers Paint Products, Detroit

Kem-Glo make more money for dealers!

now... popular

SPOT-CORD®

BAGGED and TAGGED for new POINT-OF-SALE IMPACT!

You asked for it... and
now SAMSON has done it!

NEW POLYETHYLENE BAG...

- ◆ eye-catching, easy-to-display!
- ◆ gets longer-lasting SPOT-CORD on counter where it belongs!
- ◆ keeps cord clean... no more dust or dirt!
- ◆ helps increase sales!

NEW INFORMATIVE TAG...

- ◆ tells how to replace a sash cord!
- ◆ helps sell SPOT-CORD quality!
- ◆ gives it the "jump" on competition!
- ◆ creates good "customer relations"!

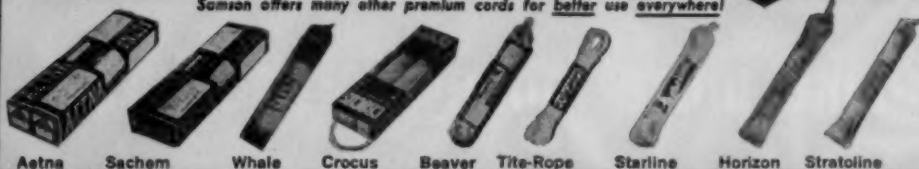
Remember, cord is no longer a "staple"—
display new "bagged and tagged" SPOT-
CORD and you'll sell more... profit more!



Samson
CORDAGE WORKS
BOSTON 10, MASS.



Samson offers many other premium cords for better use everywhere!



Also Nylon Cord,
Mason's Line,
Awning Line,
Tiller Rope

A BRAND NEW MONEY MAKER...

PUNCH n COVER

A Sensational, New Combination Opener-Cover for evaporated, condensed and baby formula milk cans!

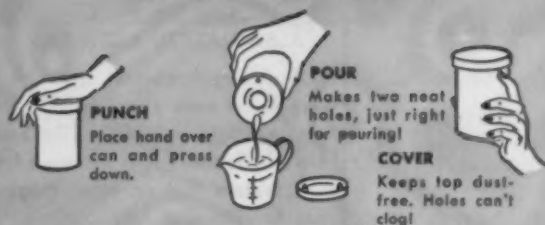
Tremendous POTENTIAL!

Americans purchase two billion, eight hundred million cans of evaporated, condensed and baby formula milk each year! Lacking the proper opener they punch holes with nails, corkscrews—or, whatever is handy! These crude methods are troublesome, dangerous, unsanitary and frustrating. **WOMEN ARE ON THE ALERT FOR SOMETHING NEW—A MILK CAN OPENER SPECIFICALLY DESIGNED FOR THIS PURPOSE!**

Terrific PROFIT-MAKER!

YOUR COST—Only \$2.81 per doz. 39¢ retail brings you \$4.68. You'll profit plenty on this item!

EASY TO USE!



Two Sizes! Punch n Cover comes in two sizes to fit large or small cans. Made of top quality stainless steel. They're unconditionally guaranteed! Specify No. 6 for large size and No. 5 for small size.

Each Punch n Cover is individually mounted on a colorful display card for easy handling and fast sales. Punch n Covers are packed 1 dozen to a box.

Shipping weight per box of 1 doz. Large size, 1 lb. 10 oz.

Shipping weight per box of 1 doz. Small size, 1 lb. 6 oz.

MOELLER MFG. CO., Inc.

2401 Durand Avenue

Racine, Wisconsin

Makers of Snap-Tite Adjustable bottle stoppers and Twist-Tite Adjustable floor drain stoppers.



USE COUPON TO ORDER DEAL! Deal shipped direct to you. You will be billed for same by wholesaler of your choice.

MOELLER MFG. CO., INC.

Dept. 20, 2401 Durand Ave., Racine, Wisconsin

I want to take advantage of your special trial offer. Rush the following PUNCH n COVER order

_____ dozens No. 6 LARGE size.

_____ dozens No. 5 SMALL size.

Store Name _____

Address _____

City _____ (Zone) State _____

I understand that I will be billed \$2.81 per dozen plus postage by my Wholesaler who is:

Wholesaler's Name _____

Address _____

City _____ (Zone) State _____



NEW MYERS PLUNGER-TYPE Water System

*Another profit-builder
for Myers Dealers*

\$117⁵⁰

Includes pump,
motor, air-volume
control, pressure
gauge, switch and
11-gallon tank.
F.O.B. Ashland, O.

350 G.P.H.
Maximum suction lift 25 feet

Here's an all-new Myers shallow-well, plunger-type pump, ideal for cottages, small homes and for replacement of inadequate pumps. Place your initial order today and ask about Myers promotions designed to help you introduce this great new addition to the high-quality Myers full line.

NEW FEATURES THAT HELP YOU SELL

NEW

Quiet Performance—Both pump and motor are rubber-mounted—wide-open waterways assure whisper quietness.

NEW

Long Life—Continuously lubricated, steel-backed, bronze sleeve bearings . . . leakproof automotive-type oil seal . . . longer lasting porous bronze-iron crosshead . . . precision-ground, forged-steel crankshaft . . . completely self-oiling crosshead and link pin.

NEW

Easy Maintenance—Both caps and valves easier to inspect by removing one bolt and clamp . . . access opening makes it easy to tighten stuffing box . . . drain plugs allow draining without disassembly . . . motor mount adjustable to vary strain on the belt . . . three-point base makes leveling easy.

NEW

Economical Operation—Waterways in both suction and discharge valves are completely free of any obstructions, assuring more water per horsepower . . . plunger assembly can easily be replaced as a unit when wear occurs . . . steel crankpin can be replaced without replacing the crankshaft.

NEW

Attractive Design—The newly designed pump case is smooth, attractive, compact . . . easier to service and keep clean . . . requires a minimum of floor space.

MAY IS NATIONAL WATER SYSTEMS MONTH

Myers WATER SYSTEMS

POWER SPRAYERS AND WATER SOFTENERS

THE F. E. MYERS & BRO. CO., ASHLAND, OHIO

IN CANADA: The F. E. Myers & Bro. Co. (Canada) Ltd., Kitchener, Ontario

Each month thousands of men engaged in the hardware industry throughout the South and Southwest meet through the pages of SOUTHERN HARDWARE for discussion and solution of mutual problems and presentation of new ideas and suggestions.

For over thirty-five years SOUTHERN HARDWARE has been a dependable guide to the wholesale and retail hardware trade. Up-to-date information on all phases of the hardware business is found every month in its pages.

The magazine has been built on a program of service to readers that covers:

WINDOW DISPLAY
COUNTER DISPLAY
STORE MODERNIZATION
CUSTOMER RELATIONS
SALES PROMOTION
ADVERTISING
INVENTORY CONTROL
EMPLOYEE RELATIONS
SERVICE DEPARTMENTS
CREDIT CONTROL
ACCOUNTING PROCEDURES
ASSOCIATION ACTIVITIES

And very important, there is always local news about friendly people and their activities in the Southern and Southwestern hardware trade—a feature that no other magazine has developed so fully.

Each of these subjects is given special attention in its relation to the special needs and problems of Southern hardware men.

Why don't you join this monthly get-together? The modest subscription price of only \$2.00 for THREE full years of informative, value-packed reading is an outstanding investment in your future.

If you aren't a subscriber, become one—or, if your subscription is about to lapse, renew it! The small expense will be returned to you many times in the thousands of pages of valuable information that will be yours for the next three years.

SOUTHERN HARDWARE
806 Peachtree St., N.E.
Atlanta 8, Georgia



More evidence you sell the best when you sell RB&W fasteners

See how some fasteners are toughened up at RB&W. They're being GAS carburized . . . a method for surface-hardening that's head and shoulders above the usual bath-type treatments.

In this gas chamber, fasteners get deeper, more uniform case hardness, and controlled core strength. You may not handle the type of fasteners which require surface-hardening, but this operation shows why *all* RB&W fasteners give such satisfactory service. They're made by the *best methods*, on the *finest equipment*.

No wonder RB&W fasteners have gained the reputation for delivering top quality at competitive prices.

Be sure you're supplying your customers with the best. Specify the RB&W

line to your distributor, or write Russell, Burdsall & Ward Bolt and Nut Company, Port Chester, N. Y.



Plants at: Port Chester, N. Y.; Coraopolis, Pa.; Rock Falls, Ill.; Los Angeles, Calif. Additional sales offices at: Ardmore (Phila.), Pa.; Pittsburgh; Detroit; Chicago; Dallas; San Francisco. Sales agents at: Milwaukee, New Orleans, Denver, Seattle. Distributors from coast to coast.

FIVE GOOD REASONS WHY IT PAYS TO STOCK RB&W FASTENERS

1. The most complete line in the field.
2. Uniform quality throughout the line.
3. Complete reliability of supply.
4. Fast, accurate and friendly service.
5. The original "upside-down" package — extra strong for no-spill, quick and easy handling.

LET SILENT SIOUX EQUIPMENT SATISFY YOUR CUSTOMERS AND BOOST YOUR PROFITS THE YEAR 'ROUND



"WIGWAMER" SILENT SIOUX'S MIDGET AUXILIARY HEATER for SPORTSMEN

USE FOR
COOKING
and
HEATING

Silent Sioux's "Wigwamer" is a midget in size only . . . with full scale performance. Only 16 1/4" long, 8 1/2" wide and 14 1/2" high, this highly efficient, smokeless heater burns either oil or bottled gas in the same burner. Your customers will demand this compact and portable heater which is adaptable to all requirements of the outdoor sportsman. Features include: Uses either bottled gas, No. 1 fuel oil or kerosene, built in legs, Use for cooking or heating, One orifice for all fuel, Heater and tank available singly, can be attached to any size tank. Also ideal for auxiliary heat in garages, pump houses, milk houses, etc. Only \$12.95 retail—less tank.



AUTOMATIC HEN'S NEST

DELIVERS CLEAN EGGS
PREVENTS EGG BREAKAGE
IMPROVES EGG QUALITY

Rugged Galvanized Steel—
Steep Anti-Perch Roof and
Strong Wood Perches —
Accommodates 100-125 lay-
ers—Holds about 6 dozen
eggs — Egg compartment
top opens out — Curtains
darken Nest — Permit air
Circulation.



Silent Sioux's "Egg-Master" Roll Away Nest is the lowest cost per bird nest on the market—the dependable, economical nest that your customers want! Nest screen is curved at front so that eggs roll against a soft slope. Eggs roll out of nest, into egg compartment, where fresh air circulates around the eggs, cooling them rapidly thus insuring higher quality eggs. Egg compartments and linkages fully assembled at factory.

"AQUAFLO" Automatic Waterer is suitable for birds of all ages. Permits a constant fresh water supply. 6" V type trough is of heavy 14 gauge steel. Trough interior finished with medication resistant paint.

SILENT SIOUX has offered Quality Products Since 1921—A complete line of Poultry Equipment built to the specifications of your customers.

SILENT SIOUX CORPORATION

"TROPIC WALL"

NO. 11 OIL
WALL FURNACE
SPACE SAVING
BEAUTY WITH
SALES APPEAL



STYLED RIGHT—
BUILT RIGHT—

PRICED RIGHT—to satisfy the tremendous market of new buyers, builders and remodelers. No other wall furnace on the market can compare with "Tropic Wall's" low, low price and easy installation. Offers outstanding features such as these: Zero Clearance—No Stoop Lighting—Complete Front Servicing—Fan and Limit Switch—Removable Triplex Burner—Optional Thermostatic Control and Clean Out Rod. Tested and listed by Underwriters Laboratories, Inc.

6 OIL HEATER MODELS FROM 35,000 to 75,000 BTU. These oil heaters are "sure fire" sellers with all the features that your customers demand!

EXTRA SALES FOR YOU!

"WHIRLAWAY" WALL FAN

Provides a SUMMERTIME
BONUS of cool & refreshing
air. Twelve months of use and comfort
for your customer and twelve months
of extra sales for you! "Whirlaway"
solves heat circulation problems.
Moves heat from near ceiling in room
with heating unit into hard to heat
adjoining room. Cuts fuel bills—pro-
vides greater comfort—summer and
winter.



SILENT
SIOUX'S
"WATERBOY"
TIMES
LIQUIDS
AUTOMATICALLY

THE AUTOMATIC TIMER VALVE THAT SELLS ON SIGHT! Attaches to any garden hose spigot in 10 seconds. Dispenses desired amount of water up to one hour. Controls almost any type fluid. Farmers, Stockmen, Poultry Raisers, Nurserymen, Gardeners, Hobbyists and many others find a thousand and one uses for "Waterboy". Also ideal timer for most water softening units. Cash in on the "Waterboy" national advertising campaign. Dealer helps furnished.

For More Information & Prices—Contact Your Nearest Distributor— **SALES OFFICES AT:**

DUNWOODY, GEORGIA, 661 Mabry Road, Phone Atlanta, Exchange 3989

TAMPA 2, FLORIDA—2309-2311 Florida Ave., Phone 2-8617

Dept. SH 56

ORANGE CITY, IOWA



THE GAY NEW

Dolly Madison®

IN TODAY'S SMARTEST
DECORATOR COLORS . . .

**THE "SELLINGEST" ELECTRIC
ICE CREAM FREEZER IN
ALL THE WORLD!**

NOW . . . the most accepted, most popular Electric Ice Cream Freezer features the rich mellow glow of copper for its die-cast aluminum main frame* thus assuring a lifetime surface of easy to clean beauty.

PLUS . . . a truly beautiful finished tub in eye-catching Glacier Blue.

PLUS . . . famous "exclusive "Twist-Lok,"* the feature which eliminates clumsy latches and hinges and permits the main frame to be put on or taken off as quick as a wink.

PLUS . . . a cream can with special reinforcement to insure perfectly round shape.*

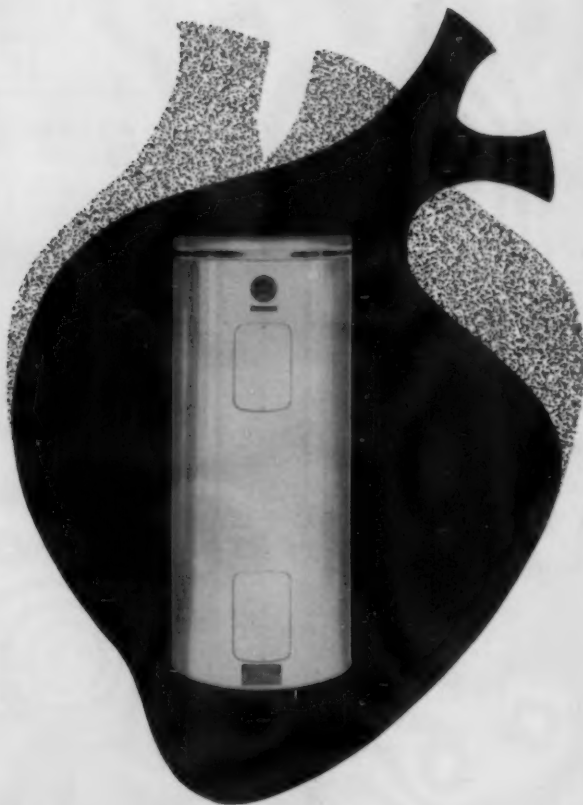
AND . . . a product proved by over 500,000 families.

ALL THIS IN THE ELECTRIC ICE CREAM FREEZER WHICH HAS BEEN NO. 1 IN SALES IN AMERICA FOR 25 YEARS!

SPECIFICATIONS			
Capacity	Model No.	Packing	Shipping Wgt.
2 QUART	430	1 to Ctn.	13 Pounds
4 QUART	440	1 to Ctn.	17 Pounds
6 QUART	460	1 to Ctn.	20 Pounds

*P.S. Remember, only Dolly Madison® has these features. Also, a Dolly Madison® won't rust because it can't rust; it stays new always because it's as permanent as it is beautiful.

The J. E. PORTER corporation • OTTAWA, ILLINOIS



where water heater "hearts" are made!

The "heart" of a good water heater is its tank! If the tank fails, then the entire unit is useless! In the Jackson factory extra steps are taken in testing, to insure a perfect tank in every JACKSON Water Heater!

After the tank is rolled and welded, an air pressure test assures water tightness!

It is checked after galvanization for bare spots where rust can creep in. After the threads are cut, a special vacuum cleaner is used to clean the tank thoroughly! Then a water pressure test checks fittings after assembly.

The result—another perfect JACKSON Water Heater "heart"!

Write, wire or phone today, for information on the
COMPLETE line of JACKSON Gas or Electric Water Heaters!



W. L. JACKSON MANUFACTURING COMPANY
1222 EAST 40TH STREET CHATTANOOGA 7, TENN.

SINCE 1906...

The Name To STOCK... For Bigger DIVIDENDS

The central logo is a dark circle with a laurel wreath border. Inside the circle, the text reads: **CONSUMERS GLUE CO.**, **50th Anniversary**, and **PRODUCTS OF MERIT**.

Surrounding the logo are various products, including:

- Patching Plaster** (box)
- SPACKING** (box)
- GLUINE** (box, labeled "EASILY MIXED", "COLD WATER WALL SIZE", "Late Spaulding License")
- PLASTER PARIS** (box)
- FLEXBOND** (jar)
- ASPHALT TILE CEMENT** (can)
- TILEBOARD CEMENT** (can)
- JELL SIZE** (can)
- RUBBER TILE CEMENT** (can)
- CONCRETE PATCHER** (box)
- CRACK FILLER** (can)
- WOOD PUTTY** (can)
- ACOUSTICAL CEMENT** (can)
- YELLOW DEXTROSE** (box)
- MY ACE PATCH** (box)
- WHITING** (box)
- GILL PAPER** (box)
- Linoleum Paste** (can)
- PUMICE STONE** (box)
- CON-GLU-CEL** (box, labeled "NON-STAINING CELLULOSE", "WALL PAPER E-Z-MIX PASTE", "Consumers Glue Co. St. Louis")
- WATERPROOF LINOLEUM CEMENT** (can)
- Daisy PAINT BRUSH 10% CLEANER** (box)
- RUBBER TILE CEMENT #58** (can)
- Tile** (loose tile)
- Plaster** (loose plaster)
- Spaulding License** (loose license)

CONSUMERS GLUE COMPANY
1515 HADLEY
ST. LOUIS 6, MO.

PROFITOOL ...



Jesse Zeigler Hardware at Spring Grove, Pa. A tool department that "did a pretty fair job" as it was before PROFITOOL.



The Tool Center of Spring Grove as it is now at Zeigler's after PROFITOOL. In the first 2 months tool sales are up 101%.

A PLAN

Dealers Who Know Report Big Success with PROFITOOL

SAYRE, Pa. —

Croft Lumber & Hardware of Sayre reports: "PROFITOOL is certainly an accurate name for this Stanley Tool program. We expected PROFITOOL to increase our tools sales, and in three months they're up 177%. The real payoff, however, is in turnover and profit. This 3 months experience shows an increase in our turnover from 1.6 to 4.3. At this rate on a stock investment of \$1,721.56, we figure to increase our gross profit on sales for the year in this department from \$1,110.00 to \$3,182.00. On top of all this it sure is easier to keep track of our tools and serve our customers with PROFITOOL."

SPRING GROVE, Pa. —

Jesse Zeigler wires from Spring Grove: "We always felt that we did a pretty fair job with tools at Jesse Zeigler Hardware but PROFITOOL really opened our eyes. Our first shock came when we discovered that we were out of stock on 175, or 36% of the best selling tools, and the second shock came when we found that 84, or 27% of the basic tools we stocked were not on display.

"We are especially proud of the appearance of our Tool Center but the really satisfying part of the deal is that in the 2 months that PROFITOOL has been in our store our sales have increased 101%."

TUCKAHOE, N.Y. —

The news from Cornell Hardware in Tuckahoe is good, too: "I never knew that carpenters' squares, levels, planes and other tools would sell as they have in our new Tool Center. People seem to walk right over to our tool department when they enter the store, and the movement on some tools has been so great that even with our easy to check PROFITOOL setup we are having trouble keeping up with it.

"Our sales are up 120% and our rate of turnover on the capital invested in the tool department's inventory has jumped from 1.4 to 3.0.

"One of our wholesalers salesmen on seeing the installation said, 'Boy! Would I like to service that department.' And that's just fine with me. No matter how we look at it, PROFITOOL has proven to be a profitable, practical, easy-does-it program."

INDIANAPOLIS, Ind. —

The National Retail Hardware Association wires official and enthusiastic approval from headquarters in Indianapolis. Russell H. Mueller, Managing Director, says: "Congratulations. This is a program we can endorse 100%. Our engineers will cooperate and assist all forward-looking retailers who subscribe to PROFITOOL. You have performed a very real service for the Hardware Trade."

TO DOUBLE YOUR TOOL SALES

PROFITOOL-A Complete Program for Step-by-Step Installation of a Profitable Tool Department

*PROFITOOL is a Basic Merchandising Guide
to Stock Control, Re-order and Pricing
of the Most-Wanted Hand Tools*

NEW BRITAIN, Conn. —

PROFITOOL, the complete program for profitable retail tool selling developed by Stanley Tools, was announced today to a special preview audience of editors covering the hardware business for the trade and news press.

In explaining **PROFITOOL** to this market-wise audience, Ken Freedell, Stanley Tools General Sales Manager, emphasized that **PROFITOOL** was not only new fixturing and modern display. It is that ... but much more.

PROFITOOL starts with a Basic Merchandising Guide — a 32-page book that lists the **most-wanted** hand tools — the 25% that gives you 80% of your hand tool volume. This check list is authoritative and completely sound. It is based on **wholesaler records**, on the **experience of successful retailers**, and on a careful **analysis of 103 years of records at Stanley**.

And there's more. **PROFITOOL** provides an easy system of stock control, an easy means of re-ordering, and an easy-to-use pricing system. The typical dealer, according to the picture of this composite character formed by exhaustive research, **does not stock 36% of the most-wanted tools, does stock 170 non-basic, slow-moving tools, and fails to display 27% of the most-wanted tools**. This is expensive. **PROFITOOL** cures all this ... and cures so that you benefit immediately.

The dealers who were selected to test **PROFITOOL** and who report the results on the adjacent page, **more than doubled tool sales**, and did so in the first 2 or 3 months.

Mr. Freedell concluded his remarks and demonstration of a typical installation, by announcing plans to present **PROFITOOL** to hardware retailers in a kit that will be sold for \$10 (returnable in full to dealers who install **PROFITOOL**). The kit will contain all of the following elements:

- 2 Basic Merchandising Guides
- Instruction Manual
- Plans and bill of materials
- Wall templates
- Binning diagrams
- Order forms
- Publicity release
- Newspaper mats
- Banners
- Tool Center cut-out letters
- Price tickets
- Price change stickers

and the intangible, but invaluable, benefit of the experience of wholesalers, retailers and Stanley Tools, that is the backbone of **PROFITOOL**.

The first step to
PROFITOOL...
doubled sales

THE TOOL BOX OF THE WORLD

STANLEY

and if you're
a typical dealer

you do not now
stock **36%** of the
most-wanted tools



... and if you're a typical dealer
you do not now stock 36% of the
most-wanted tools

... you do stock
**170 non-basic
slow-moving tools**



... you do stock 170 non-basic,
slow-moving tools

... and you fail
to **DISPLAY**
27% of the
most-wanted tools



... and you fail to display 27% of
the most-wanted tools

Stanley Tools — **PROFITOOL**
765 Elm St., New Britain, Conn.
Mr. Freedell,

Yes, I am interested. Please send me details as indicated by ✓ in box below:

- ☐ Please send **PROFITOOL** Kit. I enclose \$10 and understand this will be refunded in full when I install **PROFITOOL** in my store.
- ☐ Please send me further information with full details about **PROFITOOL**.

Store Name
Address
City Zone ... State
My wholesaler is

PUT THIS DOUBLE-DUTY SALESMAN TO WORK FOR YOU

Every roll of well-known, well-made, well-liked DIXISTEEL Fence carries this colorful metal sign—a double-duty salesman for you.

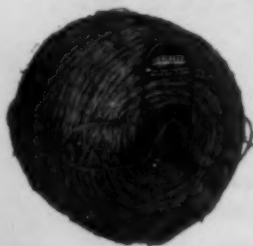
At your store it tells your customers you are headquarters for DIXISTEEL Fence—a name they know they can trust.

On the farm, or other installations, the DIXISTEEL signs keep on selling, for they are attached to go up with the fence. The fact that users leave the signs on is evidence that they are proud of the fence you sell—DIXISTEEL.

These double-duty signs are now double-faced, so no matter which way users put up their fence, the DIXISTEEL sign always faces outward—to tell everyone that here is another DIXISTEEL Fence installation.

Sell the fence that sells for you—DIXISTEEL!

TWO HANDY COMPANIONS TO INCREASE YOUR SALES

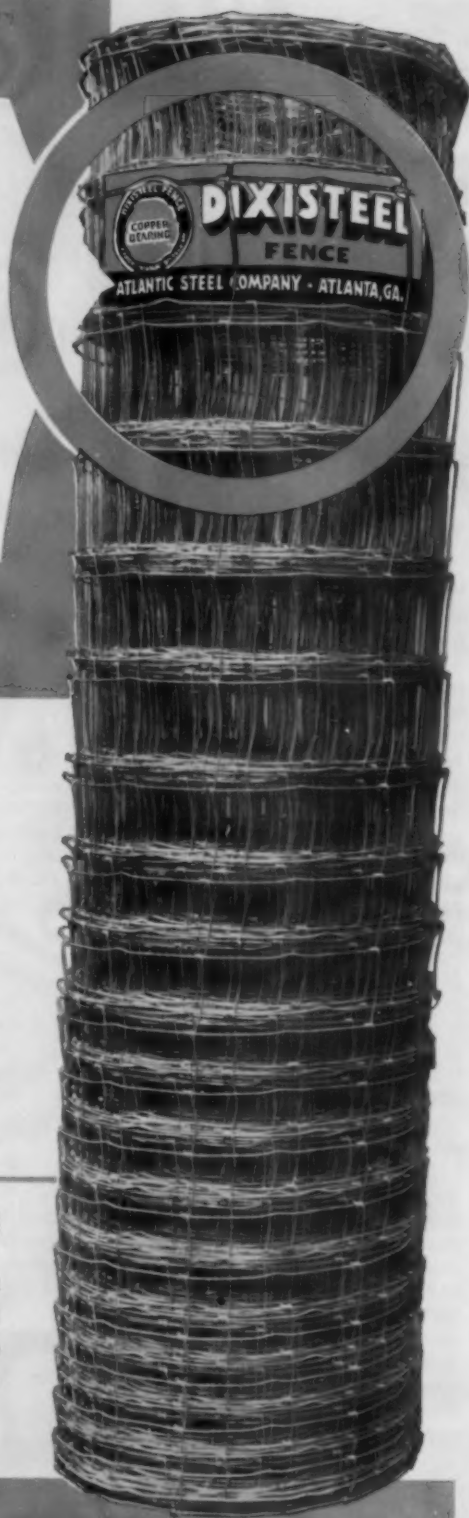


Every time you sell fence, suggest that it be stapled with DIXISTEEL Staples, and that strands of DIXISTEEL Barbed Wire be used at the top and bottom for extra fence protection.



Atlantic Steel Company

P. O. BOX 1714, ATLANTA 1, GEORGIA





Southern
HARDWARE

MAY 1956

In promoting its large paint department, Stewart Bros. features floor, wall, and window displays. Here, Dewey S. Lamkin, promotion manager, helps customer make a selection with the aid of a color chart

PAINT SALES CLIMB UPWARD

PAIN**T** IS no sideline with the 70-year-old Stewart Bros. Hardware Co. of Memphis, Tennessee. It and allied items account for one-third of the store's heavy volume. Five strong factors have boosted this department into such prominence, E. L. Cockrell, office manager, declares. He lists them as:

1. Name-brand products that inspire confidence.
2. A color planning service for architects, contractors—and housewives.
3. A large inventory that's checked every week or two to be certain it's up to par.
4. Promotion of allied lines with every paint sale.
5. Newspaper and direct mail advertising backed by eye-catching window and floor displays.

Cockrell freely explains his store's methods in merchandising paint—methods that can pay off handsomely for other hardware stores interested in building up their volume.

"To borrow an expression from a song, paint is a 'many splendored thing' with us," Cockrell smiles. "Its sales stimulus is felt in all other departments.

Through carefully planned merchandising methods, paint and its allied lines now account for one-third of store's volume

By Richard Lane

"We carry a well known line of paints and varnishes. We lose few customers after we sell and satisfy them on our paints and varnishes and on our planning service for colors. They keep coming back, and they also do good selling jobs for us with their friends. We are not a 'neighborhood' hardware store. We sell all over the city and we deliver.

"We offer a color planning service that's especially popular with architects, home builders and women who like to do their own decorating. A person who buys a gallon of our paint can get it mixed to any particular hue he or she desires.

"Many women like to paint.

They frequently get decoration ideas from national home magazines and try them. This 'do-it-yourself' trend by the housewife has made store color planning service more important than ever before. I don't see how a hardware store can maintain a good paint department now without such planning service.

"Another reason why more women than ever before are doing their own painting is because modern paints have little or no odor. They are easy to work with. We keep an unusually large inventory and check it more often than most stores do—once or twice every month. After every large sale, we replace our stock. We



Floor finishes are shown near the paint department. The lady here gets advice from Lamkin

stock many sizes, including five-gallon containers.

"We go after the big customers, although we will give just as much attention to the little fellow who walks in and asks for a half-pint. By working with architects, contractors, subdivision developers, maintenance men and commercial painters, we have built up our sales volume substantially.

"Some hardware stores, I know, don't go after the big customers very much because of discounts involved, but on a large volume basis we find it quite profitable," Cockrell explains.

How about allied lines?

"It's highly unlikely that a customer will walk in and order a gallon of paint in our store without being asked if he or she needs a brush, sandpaper, thinner, scraper, putty or some other allied line," Cockrell declares. "About 10 percent of our paint department volume comes from the sale of allied items. We sell many brushes especially.

"We have good salesmen and they are all trained to anticipate the customer's needs for allied items. Customers appreciate their suggestions and help. All of our salesmen are able to sell paint. However, we have two real paint specialists available for technical assistance. One is on the floor at all times. They know their business. Even commercial painters ask their advice."

What about advertising?

"While we promote paint the

year 'round, we give it an extra push in early spring and late summer," Cockrell explains. "We time our spring newspaper and direct mail advertising campaign to break with the weather in order to catch the outdoor jobs that begin with the first warm days. This also gives us good impetus for the annual Clean-Up, Paint-Up, Fix-Up Campaign.

"We put on special promotions again in late August to take full advantage of the fall paint business. The manufacturer cooperates with us on our newspaper advertising. Incidentally, we have found a newsy advertising column with tips for the housewife is quite effective. We recently had a paint booklet mentioned in this column and the effect was noticed immedi-



The store sells many allied items to paint customers. Here, a salesman discusses the relative merits of brush and roller with customer

ately on the floor, with many customers requesting the booklets.

"In our direct mail program, we send out a color chart that's part of an advertising piece. This goes to several thousand customers in the spring and again in the late summer and early fall. The national average for returns from this type of advertising is five percent, I understand, but I believe we do better than that," Cockrell adds.

Stewart Bros. Hardware Co. gets exceptionally good "pull" from the window displays. These displays are arranged by Dewey S. Lamkin, advertising and promotion manager. Many hardware dealers consider Lamkin the city's leading hardware window display artist.

Lamkin has plenty of window space to work with. The store is on a corner, at the busy Crosstown intersection of Madison Ave. and Cleveland St., with five big windows. The corner is an important street railway transfer point and Stewart Bros. has always used its attractive windows to build store traffic.

Lamkin changes window displays at least once every 10 days, depending upon the item and the season. Seldom does a week go by—summer or winter—that one of the windows doesn't have a display of paint or allied items.

Lamkin has found mass displays most effective in catching the eyes of passersby. When he decorates a window with a paint display there is strong impact.

The store uses a color calibrator and has a paint shaker. Its paint department occupies one whole wall as well as floor display space. The mass display idea is carried out in floor arrangements, just as in the windows.

"Customers appear confident we have the shade or color they want when they see our large stock," Cockrell smiles. "And, of course, we invariably have what they are looking for.

"When a customer selects a color from a dealer's chart and then finds the store doesn't have the color in stock, that store usually loses a sale. With a full stock at all times, we are never guilty of losing such a sale," Cockrell declares.



Sign on store front reminds customers that the owners are away. Dates of the vacation are always given in ample time to allow customers to buy in advance

By Baron Creager

Close for Vacation?

**Reed Hardware has locked its door for two weeks
for five straight years and hasn't been hurt yet**

FOR A PERIOD of two weeks during last August, anyone who paused at the double front doors could hear the telephone ringing—insistently and uselessly—in the Reed Hardware store in Dallas, Texas.

Customers familiar with those easy-swinging front doors approached with confidence, braced, seized a door handle and pulled, but to no avail, for nothing gave.



Parking facilities are provided at the new suburban location. Owner Reed is shown here with his two sons, Ellis (left) and Walter



When shaken, the door gave off that unmistakable rattle of bolt in socket. Registering disbelief, such customers would peer inside to discover that indeed, the place was empty of people. And there was the telephone, busy ringing.

There was more proof, just below the mail slot in the left hand front door. Here a white enameled

(Continued on page 58)

Profit formula for FISHING TACKLE

By Beatrice Miller



Owner Elwood Harding, an enthusiastic fisherman himself, takes a special interest in seeing that his customer buys the proper equipment. Below, a local fisherman selects lures from the wide display

THE MOST dependable formula for a successful, high-volume fishing tackle department is fishing enthusiasm on the part of the dealer and his sales force, according to Elwood Harding, owner of Wheaton Paint and Hardware Co. in Wheaton, Md. Fishing tackle volume here has tripled over the last three seasons! A wide stock, displays, promotion and informed salesmen rank next to enthusiasm as requisites in the successful merchandising of fishing tackle.

"Fishing enthusiasts have the right answers to questions raised by customers. If you advise people correctly and they get results, they come back to you for more. And the only way to know the right answers on fishing is by fishing yourself. Know the captains of the boats and where the fish are biting, what spots, and how deep," Harding advised. "Know what you're talking about. This is not something you can read in books. You've got to get out and fish. And if you are enthusiastic enough, your department is headed for success."

Harding makes it a point to go fishing in Chesapeake Bay each week and he takes his employees with him.

Believing that any hardware dealer located within an hour's drive of salt or fresh water fishing has an excellent sales potential for fishing tackle, Harding stressed the accelerated trend toward more free time for relaxation and recreation. While this may appear to be a seasonal interest, a fishing tackle department provides year-'round sales as gift items. These items prove particularly popular at Christmas, Father's Day and on birthdays of both adults and children.

Wheaton Paint and Hardware Co. carries a \$5,000 inventory in fishing tackle and recommends a wide and diversified range to meet the needs of local fishermen. Harding stresses, however, that the important thing is to be able to tell beginners as well as veteran fishermen what is currently happening at local fishing points, and advise them as to the proper equipment and lures.

"Know how to rig lines for the beginner. Know how to advise him correctly on what equipment to buy. Know what weight of sinkers to sell him, how deep the fish are, and in what spots they are biting," Harding explained. He often sets

(Continued on page 60)



ket for the central outfit is the new home builder who hasn't yet bought either heating or cooling equipment. It has a strong appeal for this type of prospect because, with the central unit, he can peg the temperature at whatever comfortable level he desires any time of the year with only one outfit. He doesn't have to buy one plant to do his winter heating and another set of plants to make summer endurable.

On the room units the firm sells several lines in addition to the prize-winning line.

(Continued on page 62)

How they cashed in on sales of

By Ross L. Holman

Room Coolers

ELLER & COLEMAN chalked up a double-barrel record on the sale of air-conditioning equipment for 1955. The first reward of this two-way triumph was an all-expense trip to Jamaica for the most Davidson County sales on a nationally known brand of room units which manufacture cool air for one room at a time. The trip was awarded to Arthur Coleman, owner of the Madison, Tennessee, hardware firm, and his wife. Since Davidson County embraces the city of Nashville, Coleman had to out-sell quite a number of dealers to win this award.

In the same week he experienced another triumph on central air-conditioning plants with which, in addition to cooling comfort, also supplies hot air—not the sort that flows from spouting lips, but the kind that makes uncomfortable winter temperature comfortable. On these central outfits he went further beyond his quota than any other dealer in the area.

Coleman finds that the best mar-

Home demonstrations and aggressive salesmanship have led to firm's record-breaking sales



Salesmen, above, load an air conditioning unit on for delivery as Coleman (standing) looks on. The young couple at right have a new home underway and are interested in buying a unit



Sidewalk displays, particularly of growing plants, are most effective in drawing customers. Lady here buys plants and goes inside for other needed supplies

Gardening Know-How Builds Added Volume

By Beatrice Miller

IN ORDER to build that extra volume on garden tools, equipment and supplies, a suburban dealer and his sales personnel must have a wealth of information on gardening, according to J. R. Offield, owner of Boulevard Hardware Co., Washington, D. C. Aggressive selling of this line over a period of five seasons has brought to this store a steadily increasing group of customers and an expanding sales volume on the line.

"The average person has no idea of what fertilizer can do or is supposed to do for his soil and plants. It is up to the dealer to be informed and to be ready to help him get the results that will make him a happy and enthusiastic gardener."

A second "must" for any dealer wishing to develop a garden supplies department is a selection of quality garden tools wide enough to offer a customer his individual preference, according to Offield. He underscores quality because he

believes a cheap tool will not do the job and will discourage the customer.

"A garden tool has to feel right in the hand. It is important to carry three or four different types of each tool, so that a customer can handle them, go through the motions of working with them, and decide which one is most satisfactory for his own needs.

"Never sell a tool unsuited for the job. Never substitute a cheaper tool when a customer wants a good tool. It's an old saw, but worth remembering—'Quality is remembered long after price is forgotten,'" Offield said. He advocates losing a sale rather than selling the wrong tool or a cheap tool.

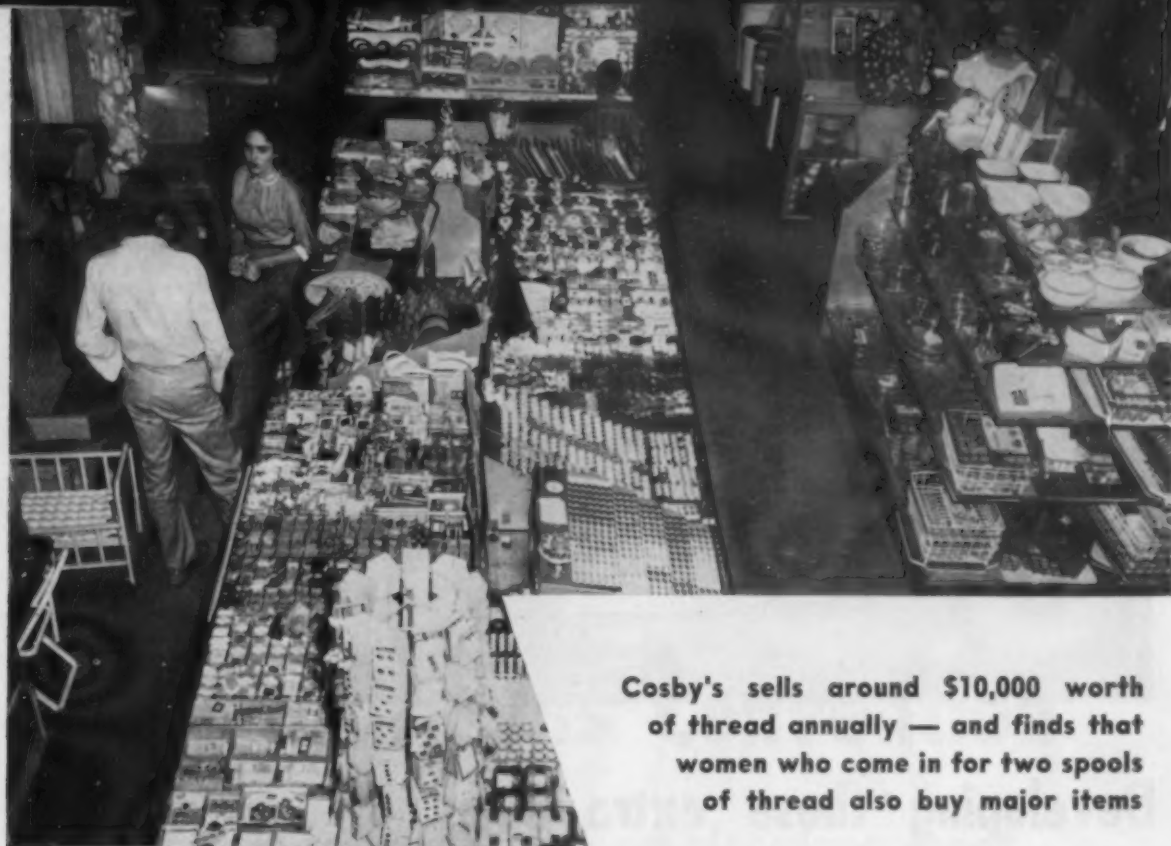
A third requirement to winning garden supplies customers is a stock that meets the neighborhood's needs.

"As a dealer grows from season to season, he will become better acquainted with the neighborhood's needs, and will be able to anticipate its demands," stated Offield. "Also, he will want to let

(Continued on page 64)



Owner J. R. Offield readily answers any questions which his customers ask. Here, he recommends a suitable item and explains how to use it



Cosby's sells around \$10,000 worth of thread annually — and finds that women who come in for two spools of thread also buy major items

Thread? In a hardware store!

“WHAT WILL they think of next!” exclaimed a woman visitor to Falfurrias, Texas. She was walking down the street with a friend she was visiting, and she had just glanced in at the attractive floor displays of Cosby's Hardware & Furniture.

Conspicuously near one of the two front entrances was a table about 15 feet long and four feet wide, displaying mainly thread, with some buttons and other sewing accessories to complete the line.

“Most merchants who see this display declare that it has no place in a hardware store,” laughs A. A. Cosby, Jr., owner. “I don't agree. I find it a ‘natural’ to induce more women to come into the store.”

In fact, he estimates that perhaps half of all women who enter the store come primarily to patronize the thread table. Most of them buy something else while they're there.

Cosby claims no deep thinking

By Ruel McDaniel

or planning brought about the thread idea. Several years ago he owned a variety store. He noticed that threads were not only excellent variety-store sellers but carried a nice profit. When he sold his variety store stock to enter the hardware business, he reserved the thread, believing that he could make it go in the hardware store.

It has not disappointed him. Recently a new salesman for the manufacturer supplying the main line of threads called on Cosby. “I want to apologize,” he grinned. “When I saw your name on my list, and saw that you operated a hardware store, I put you off for my last call. Naturally I assumed that you weren't much of a customer.”

On his second trip around, however, the salesman told Cosby that he bought more thread per capita than any customer on the sales-

man's list, regardless of the type of business.

The company carries \$2,000 worth of thread. This inventory turns about three and one-half times yearly, Cosby declares. The profit is longer than most hardware items and there is little or no stock depreciation. Accessory items are mainly buttons and needles. Everything is on display, so that customers wait on themselves. Consequently, there is little sales cost involved.

The stock particularly appeals to knitters and needle-point hobbyists. They come in to get that type of thread or yarn and they naturally buy their other threads at the same time.

Next door to the hardware store is the leading department store in town. Not only does the hardware store get the lion's share of the thread business in spite of this, but the department store owner, carrying a much smaller stock, frequently sends customers to the hardware

(Continued on page 65)



Selma Holley has two distinct sections for picnic items—one for summer, one for winter. He assists the lady here in selecting her immediate needs for summer outings. Below, she visits the realistic fireplace where books on design are available. She plans to lay away a more expensive item for winter use

By Theron Garvin

Developing those extra sales of

Picnic Supplies

TELEVISION IS accounting for more and more families staying at home in the evenings for their entertainment. Holley Hardware Co., Aiken, South Carolina, has capitalized on this fact after making a survey among its customers during the fall of 1954. Results showed that more than half were having a family meal or picnic in their own backyard at least twice each week and watching television later.

Planning from this survey, a full line of both outdoor and indoor picnic supplies were carried during the spring and summer of 1955, and sales in this department more than doubled over the same period of the previous year.

"We find that most people when building a house nowadays include an outdoor barbecue pit in their backyard or provide a place for a portable unit," Selma Holley, co-owner, explained. "We have many lakes and parks nearby where people visit almost every week in the year for picnics. With these two facts in mind we found there was a rich market for picnic items if someone would devote the necessary space and time to promoting them."

Here is how Holley built his picnic supplies department:

First, two island displays and

one small wall display directly inside the front door were given over to the display of summer picnic

items. A small nook is provided for winter picnic items a few feet
(Continued on page 68)





Officials of the Southern Wholesale Hardware Association*

New Orleans Convention

manufacturers and wholesalers meet

BREAKING ALL previous attendance records, more than 1750 registered delegates and their wives gathered in New Orleans, La., April 15-19, for the annual joint convention of the Southern Wholesale Hardware Association and the American Hardware Manufacturers Association.

Despite some industry problems that must be solved, the general feeling about the trend of business was one of optimism. At no time was this more apparent than during the convention reception—now a traditional and widely-attended affair—which formally opened the meeting on Sunday evening, April 15.

The prevailing optimism was

tempered, however, by a full recognition of problems, problems pointed up by R. M. Miller in his president's address to members of the Southern Association:

"1955 was a year of great prosperity in this country. To many, if not most of our large corporations, it brought record-breaking sales and the largest net profits in history. But for the wholesale hardware industry, generally, Santa Claus failed to appear. 1955 was just another year. Sales were up a little—the average increase for our members apparently was about 10%. But the net after taxes was again disappointingly small . . . we must conclude that, basically, the trouble results from the fact that, following another war, supply has again caught up with and outstripped demand.

Optimism in Order

"We shouldn't let a temporarily unsatisfactory profit picture obscure the very strong position which hardware wholesalers, generally, occupy today. . . . In carrying on the wholesale distribution of anywhere from 25,000 to 40,000 different items, the typical hardware wholesaler is acting as sales

agent for many hundreds of manufacturers and as purchasing agent for thousands of retail outlets—and is furnishing a very necessary and indispensable service to both. So while doing our best to cope with present temporary difficulties, let's look optimistically at the long range picture. The outlook is one which justifies optimism."

In the first joint session of the two associations on Monday night, April 16, convention delegates heard Dr. Walter H. Judd, congressman from Minnesota, speak on "The Outlook in Asia." Dr. Judd cautioned that the security of the nation and the free world is in peril, but that past experience has shown that the Soviet Union has always backed away from a firm stand on the part of the allies. He said that in the cold war against communism we must win the confidence of the underdeveloped countries while we help them economically.

In Tuesday morning's joint session, Warren Whitney, vice-president, James B. Clow & Sons, Birmingham, gave a humorous address, entitled "This Is No Place for an Ostrich." In this second half century, Mr. Whitney said, we, as a nation, must learn and put into

Left to right, seated: T. W. McAllister, managing director and treasurer; W. W. French, Jr., first vice-president; S. D. May, president; R. C. Neely, Jr., second vice-president; and R. M. Miller, immediate past president and new member of the advisory board. Standing, left to right: F. C. Barksdale, Charles E. Nash, R. H. Baker, and W. H. Terstegge, advisory board; A. L. Carr, John Sheffield, E. R. Courtney, and R. A. Slack, executive committee; and W. A. Parker and H. J. Allison, advisory board.



Walter Judd

use those things which made for progress in the first half. We must learn how to accept our prosperity or lose it, he warned.

Closing the session, Edgar Ansel Mowrer, foreign affairs analyst of Washington, D. C., discussed "The Impact of the World Upon America." After a period of great change, Mr. Mowrer said, the nation under President Eisenhower's guidance seeks normalcy. But the urge for normalcy has had the effect of stirring the Soviet Union to greater activity. President Eisenhower, he continued, is counting on the atomic stalemate to hold the Russians in check, the president believing there is no substitute for peace.

A third joint session on Wednesday morning was devoted to the economics of hardware distribution through wholesalers, the theme of the meeting being, "Our Mutual Problem."

Participating in this program as speakers were Lyle J. Purcell, vice-president, marketing, Batten, Barton, Durstine & Osborn, Inc., who spoke on, "Wholesaler-Manufacturer Relations—Cents or Nonsense;" J. F. Spaulding, vice-president, sales, Black & Decker Manufacturing Co., who spoke on "Some Do—Some Don't;" and Charles E. Nash, president, Nash Hardware Co., who discussed, "For Services Rendered." These discussions are described further on another page.

In their final business session on Thursday morning, members of the SWHA were given reports by officers and committees, then heard a discussion related to the survey conducted among a number of member companies, a panel discussion of business controls, and two viewpoints on the advisability of separating buying and selling functions.

The report of the nominating committee was accepted unanimously and S. D. May, Bluefield Hardware Co. was voted into the office of president. W. W. French, Jr., Moore-Handley Hardware Co., was named first vice-president, while R. C. Neely, Jr., Amarillo Hardware Co., will serve as second vice-president. T. W. McAllister will continue to serve as managing director and treasurer. R. A. Slack, Huey & Philp Co., and R. J. Ogilvie, Jr., Ogilvie Hardware Co., were named to the executive committee. Other members of the executive committee are Aubrey L. Carr, R. M. Miller, E. R. Courtney, and John Sheffield.



Warren Whitney

Excerpts from the Address of Congressman Judd

THIS IS A time of most serious danger with civilization in actual peril. Though our nation is back on an even keel, with business free of government control, our security is threatened and the nation is having to increase its defense spending. All around the world we are under attack.

One threat to our security is the increasing capacity of Communism to impose its will upon the world. The major problem is how to change the Soviet Union and its aims. The Kremlin could have taken Western Europe at any time since World War II, but this would have brought on war and the destruction of Western Europe which the Soviet wanted intact in its showdown with the West. Russia tried a flanking movement in Berlin, but the West held firm and the Soviet backed away.

The real showdown came in Germany, and dangerously threatened Britain, for the first time in

its 600-year history, entered into entangling alliances with nations of the continent. As a result Russia broke its pacts with Britain and France and threatened war, but in the end backed away.

Experience has shown that when we stood firm with our allies it didn't lead to war. In Greece we had that nation oppose Communists; in Formosa we had them oppose Communists. Whenever we have held firm it has avoided war. On the other hand, we have lost ground when we have been weak and timid.

Favors Russia

The present situation in the middle east and south Asia is made to order for Russia. Of help to us is the fact that some of these countries are better off than ever before. The Japanese economy, for example, is in amazingly good shape, along with the political situation. Indonesia and Viet Nam also are in better condition.

Formosa, Korea, Pakistan and Turkey, then, are strong bastions opposing Russia. By spending to improve these countries we are investing in our own security.

However, we have not won the confidence of the people we have helped. We have taken for granted that what is good for us is good for them also. We ride roughshod over people in our efforts to be friendly and helpful. We won't help them with their really major problems.

In all, the government must recognize the change for the worse in the Kremlin and must put into operation a long range program for helping our allies and effectively blocking the aims of the Soviet Union.



Edgar A. Mowrer



Mark J. Lacey
President, the A.H.M.A.

Excerpts from the Address of Warren Whitney

WE ARE HALFWAY through this century with a record of great progress — progress despite two world wars and one cold war, a business boom in the late twenties which is now being exceeded, and government control which has now been lessened.

We have emerged as world citizens, but we must be trained to accept our prosperity or lose it. We must learn from the first half of the century. We must learn and put into use those things and experiences which made the first half good.

We must bear in mind and maintain always these four principles: the right to worship; the right to pursue and use knowledge; the

right to work and gain from it; and we must recognize that opportunities are created as a result of the three aforementioned principles.

Excerpts from the Address of Edgar Ansel Mowrer

ONE IMPORTANT question is: Is Washington responding to the facts of international life? In the last century we have zig-zagged from stability to instability and back again. From the administration of Franklin D. Roosevelt through that of Harry Truman was a period of incredible change. By 1952 the nation apparently had enough of change and elected Eisenhower, essentially a quiet man. In turn, President Eisenhower has sought stability throughout the world, has sought to lessen tension. He has gone in for personal diplomacy.

However, since Eisenhower stated that this nation would never attack Russia that nation has stiffened in its attitude. NATO seems to be coming apart. These have been two evil effects of the normalcy sought by the present administration.

With courage, Eisenhower is taking a great gamble with the Russians on the facts of life in the atomic age. He is banking on the fact that the atomic stalemate is real and that there is no substitute for peace.

Nobody believes that the Soviet Union has given up its aims. In



R. M. Miller
Past President, S.W.H.A.

fact, it is increasing its rearmament effort. And the rest of the world is not seeking the kind of normalcy we want. We are presently losing and will continue to lose in the cold war unless Russia changes and unless the United States eases up in its drive for normalcy. But despite the anti-Stalin drive, to count upon a change in Russian aims would be unwise.

The nation in facing this problem might make one of four decisions: It might decide to win the cold war and punish any aggressor; it might choose to maintain a military preponderance over Russia; it might give more economic aid, but on a more discriminatory basis; or it might attempt to transform our present alliances into something more permanent.

Old Guardsmen Dine at Antoine's



Distribution Efficiency Discussed in Manufacturer-Wholesaler Session

THE WEDNESDAY morning joint session of the two associations was devoted to an objective analysis of how the products of manufacturers might be distributed through the wholesaler as efficiently and economically as possible. Particular attention was given to the functions and services of the wholesaler.

Opening the session, Lyle J. Purcell, vice-president, marketing and research, Batten, Barton, Durstine & Osborn, Inc., spoke on "Wholesaler-Manufacturer Relationship—Cents or Nonsense."

Many Flaws

"There are many flaws in the so-called teamwork picture. Business practices between the two groups tend to ignore or minimize the 'dollar and cent' business relationship that should be present when these two groups deal with each other."

The speaker said that when manufacturers complain about wholesalers being only order takers or serving a warehouse function they should ask themselves if they have kept up with their industry, if they have developed a sales program for their merchandise which includes product improvement and service to customers. All manufacturers are concerned with lowering distribution costs, but there is no pattern to their solutions of the problem.

Most manufacturers, the speaker said, do an ineffective job of making their present method of distribution work. On the other hand, wholesalers might ask themselves if they have kept pace with changes, if they are placing orders with manufacturers as the result of a planned selling program. Most wholesalers, the speaker continued, do a mediocre job of presenting their sales story to manufacturers.

Both manufacturers and wholesalers, too frequently, would leave the "why and how to sell" up to each other. Executives of both branches must increase their amount of time given to marketing policies and practices. Customer service at all levels of the trade

must be the focal point around which all marketing plans and policies are developed.

Present day discount schedules of both manufacturers and wholesalers are out of date. Manufacturers and wholesalers should remember that it is no sin to make a profit provided a service is performed for the privilege. To expect reasonable discounts, the wholesaler must render a real service to the manufacturer.

In introducing new products manufacturers should have some idea who will buy the item through field tests, and the wholesaler frequently buys only because of friendship with the manufacturer's salesman.

Both manufacturers and wholesalers must spend more time in developing practical, realistic marketing or promotional plans with predetermined objectives. Manufacturers should demand service from wholesalers and should be ready to pay for it. Wholesalers should demand the profit margin and should be ready to render service for it.

Spaulding Speaks

In his talk, "Some Do—Some Don't," J. F. Spaulding, vice-president, sales, Black & Decker Manufacturing Co., stated that today's consumer has undergone a great change. He is becoming a suburbanite, frequently is a two-car family and has more and more



J. F. Spaulding

time for leisure, do-it-yourself activities, and hobbies. Meanwhile, the farmer, with his improved economic position, is becoming a tremendous factor in the hardware market.

To reach this potential business, manufacturers spend much money in putting together sales promotional programs and advertising campaigns. But frequently the presentation of these programs is inadequate.

Many manufacturers wonder if the wholesaler is fully exploiting his profit potential. Many wonder also if wholesalers frequently carry too many competing lines, making it impossible to realize full profits on the top line.

The speaker stated that the Sears organization has been increasing its business while the retail hardware trade has tended to slide. Sears, he continued, has done this without national advertising of its private brands and without apparent strong public acceptance. Yet, the expansion goes on.

Mr. Spaulding explained that Sears carries in its stores a complete line of merchandise both in price and quality. When consumers do not find what they want they will go elsewhere for it.

Retailers and wholesalers both might prosper more if duplicate lines were cut out. This would allow both more time to take advantage of the promotional plans and ideas available on the key lines.

Further, 90% of the retail business being done today is on credit and hardware retailers, like the chains, must develop credit programs if they are to continue to get their share of the business.

Charles E. Nash, Nash Hardware Co., Fort Worth, Texas, closed the session with his talk, "For Services



Lyle J. Purcell



Charles E. Nash

Rendered." For 150 years, he said, the wholesale industry has continued to grow and has contributed greatly to the economic growth of the nation.

As demand for goods caught up with production after the war, he said, many manufacturers began seeking new customers. As a result, many new jobbers came into being, few of whom are full-line hardware houses. Many are specialty selling organizations. In addition, numerous side-line wholesalers "have added their part to price cutting and to generally disturbing normal distribution."

As a result of this, the sales on some lines are so split up that these lines are no longer of much interest to many wholesalers. Another result, often, is price cutting.

Meanwhile, some other manufacturers have concentrated their efforts in direct selling either to dealers themselves or to co-ops, chains, and mail order houses. Where old and well-known hardware trade names were involved this tended to draw off volume at the retail level and did little to endear those manufacturers to the wholesalers.

Then some manufacturers have reduced suggested margins of profit at both wholesale and retail levels. If a dealer is to remain independent he must prosper.

The independent dealer cannot buy direct from thousands of hardware manufacturers in economical quantities and at the same time have a reasonable turnover. Unquestionably some type of a wholesale distributor is necessary.

Regardless of the way in which it is done cost of distribution from the manufacturer to the dealer is about the same.

The real problem in distribution, Mr. Nash continued, is not one of

cost, but one of service, and wholesalers "are truly a service organization." The wholesaler performs many services for the retailer, but it takes a personal contact at dealer level to make all these services a reality. Therefore, the wholesaler offers to the dealer that valuable and absolutely irreplaceable person, the Hardware Salesman, to

form the connecting link between the wholesaler and retailer.

In addition to all the administrative help he gives the dealer, the creative work of the top notch hardware salesman is probably the one thing that sets the hardware distributing industry apart from all other forms of distribution in this country.

Annual Meeting of the Southern Association

IN THEIR FINAL business meeting on Thursday morning, April 19, members of the Southern Association heard reports of committees and officers and elected officers for the ensuing year. The session featured also a number of scheduled talks and general discussion on subjects of particular interest to wholesalers.

Following an informal report by T. W. McAllister, managing director of the SWHA, and an address by President Miller (given in excerpt form on another page) association members turned their attention to a talk by George D. Wilkinson on "What We Learned from the Surveys." Mr. Wilkinson heads the firm of business management consultants which, during the past year, made a survey of business operations of a number of typical member companies.

In making the surveys Mr. Wilkinson found that all member companies of the SWHA had much in common. There was, for one thing, a common pattern of sales. For most companies, sales reached a peak in 1950 and have declined

since. In addition, there has been a substantial increase in business costs accompanying a lowering of the margin of profit.

Almost all of the surveyed organizations are growing companies and thereby faced with added expense in the form of higher wages, new warehouses, etc.

Generally, most of the companies were doing business in about the same way as in the past when they were much smaller. This has resulted in increased costs. At the same time, however, all companies were in a sound financial position. This, in some instances, has led to a feeling of complacency—dangerous at this time. Profit, the speaker emphasized, should be measured not as a percentage of sales, but as a percentage of investment. As companies plow back more money into the business (as many were doing) more net profit should result.

Three Problems

The surveys disclosed three areas of problems in the companies studied: organization, paper flow, and warehouse operation.

Mr. Wilkinson found that all company presidents in companies surveyed opened the mail—symbolic, he said, of a failure to recognize that companies have grown up. In many instances there are too many bosses, indicating a failure to organize and define lines of authority.

In all but one company a "one-writing" system of writing up orders was in use. This was termed as good, but for the most part papers "wander all over the office before they get to the warehouse." In warehouses too, it is too easy for orders to be misplaced. In all, it is taking longer and longer for



George D. Wilkinson



John Sheffield

papers to go through the office with the result that, seemingly, more people are required for processing and more files are needed.

At most, the speaker said, a company should have no more than two copies of orders in its files.

In most warehouses there was a dangerous lack of organization and in most companies some high official was responsible for warehouse operation, but because of other duties could give this function only casual supervision. Frequently there were too few supervisors of warehouse personnel.

Most warehouses needed to be in charge of a warehouse specialist. At the same time, warehouses are not being used properly. Inventories are not under control and too much low-turnover merchandise occupies valuable space. Companies with perpetual inventory control were much more efficient. Over-crowded warehouses often were filled with junk, and warehousemen too frequently thought in terms of storage rather than flow. There was too often the feeling—a false one—among management that nothing good can be done in an old warehouse.

The surveys disclosed that only a few of the companies did not operate their own trucks. Usually these trucks were under the direction of a number of people with the result that their operation was chaotic. Much money is being wasted because no one has determined exactly how many trucks are needed.

The speaker recommended that companies reorganize, that top management learn to delegate authority; that a thorough study of paper flow be made; and that the warehouse be put in charge of a specialist who plans the operation for flow rather than storage.

A panel discussion on "Business

Controls" was the next feature of the session. Participating in the discussion were John Sheffield, S. H. Johnson, Jr., George Wilkinson, and Henry J. Allison.

In his talk on "Stock Control," Mr. Sheffield said one of the chief advantages of a stock control system is that it makes buying simple and easy. In companies having stock control more business is done with less inventory. Frequently, as companies get larger they lose control of inventories and buy more than they need.

However, the biggest mistake in operating a stock control system is to try to use all of its accessories or possibilities on every item. This bogs down operators and reduces the system's efficiency. A stock control system takes all guess work out of buying and makes inventory-taking a much easier job.



S. H. Johnson, Jr.

Stock control reduces warehouse "mark outs" and provides a constant check on all departments—both buying, pricing and shipping. Hazards of the system are mistakes on the unit of sale by the operators doing the posting, and absenteeism. When several operators are out at once the system can break down.

Discussing "Operating Standards," Mr. Johnson cited the need for a method of reporting and summarizing operating results that has comparative value. In developing good operating standards he emphasized the necessity for a workable cost accounting system, budgeting of expenses, and standards of work for individual administrative jobs. Departmental profit and loss statements are helping his company, but are of little help in comparing results with other companies. Test budgets, aimed at producing 2 percent net after taxes are being used, but

to be fully successful there must be sales forecast at least three months in advance. Studies are being made of paper flow in order to reduce the number of transactions.

Returning to the rostrum, Mr. Wilkinson discussed the "Importance of Supervision." Supervision was poor in the companies studied. The need for supervision arose from the fact that top men tried to do too much themselves. They often expected the same quality of work from subordinates. Companies have grown so large that delegation of authority was not clear-cut. There are relatively few people who are capable of assuming authority and few are willing. Those who are can easily be spotted.

The better workers tend to do too much themselves. When they have to pass work along they fail to realize that people don't have the same ability and interest they have. The duties of a supervisor are to: train and instruct in the routine of handling problems; assign work to subordinates; and check on their performance as to quantity and quality.

Allison Speaks

Discussing "Forecasting," Mr. Allison stated that his company had discontinued this practice some time ago because no accurate indicator of future sales conditions had been found. However, he felt there was a real need for it and recalled a number of suggestions from "The Biddle Survey of 1955." These were: Don't waste time looking for an automatic indicator of what is going to happen; don't get lost in a mass of statistics; don't let population growth factor over-color short term estimates; listen to the estimates and arguments of your sales department, but don't depend on them; don't try to reach decisions by committee; don't change a considered judgment to meet day to day conditions; and when the period is over compare actual results with your forecast.

The session's final discussion considered the question: "Should Our Buying and Selling Functions Be Separated?" Joe W. Pitts took the affirmative side while W. A. Parker discussed the negative aspects.

A buyer is conservative by nature, Mr. Pitts said, while a sales-manager is aggressive by nature. The more aggressive buyer is going to try and command the attention of the salesmen for his lines.

If functions were combined, buyers would spend more time on buying or selling as need arose to the detriment of the other function. Another reason why buying and selling should be separated is that few buyers are capable of conducting a sales training program.

In Mr. Parker's view there should be some separation of the buying and selling functions, but the smaller the house the less the separation, and the larger the house the more marked the separation. In his company merchandise is divided into separate classifications with a manager in charge of each. Supervising all is a general sales manager who gives most of his attention to sales and merchandising.

"We believe our merchandise department managers' combination responsibilities of buying, sales promotion, profits, turnover, shorts, closeouts, etc., makes such a manager a better rounded man, and puts him in a position to produce better profits for the house."

Following this final discussion Henry J. Allison reported for the association committee charged with considering various association activities such as continuing the business surveys. The committee recommended that a series of four regional conferences for warehouse managers be held, the first to be in Atlanta. The committee would handle all details and outside warehousing experts would be asked to participate. Sites for the other meetings would be determined after a questionnaire has been sent to association members.

The report of the nominating committee was accepted and S. D. May, Bluefield Hardware Co., Bluefield, West Virginia, was named president. First vice-president is W. W. French, Jr., Moore-



H. J. Allison

Handley Hardware Co., Birmingham, Ala., while R. C. Neely, Jr., Amarillo Hardware Co., Amarillo, Tex., will serve as second vice-president. Named to the executive committee were R. A. Slack, Huey & Philp Co., Dallas, Tex., and R. J. Ogilvie, Jr., Ogilvie Hardware Co., Shreveport, La. Past President R. M. Miller becomes a member of the advisory board.

In a brief meeting of the SWHA executive committee and advisory board, following the close of the convention, T. W. McAllister was re-elected managing director and treasurer.

♦

Excerpts from the Address of President Miller

NINETEEN HUNDRED AND FIFTY-FIVE was a year of great prosperity in this country. To many if not



Joe Pitts

most of our large corporations it brought record-breaking sales and the largest net profits in history. But for the wholesale hardware industry, generally, Santa Claus failed to appear. 1955 was just another year. Sales were up a little—the average increase for our members apparently was about 10%. But the net after taxes was again disappointingly small.

Of course, this problem of declining net profits is not confined merely to the wholesale hardware industry; for if that were the case, we might have to conclude that something is basically wrong with our method of distributing hardware—from manufacturer, through wholesaler, to retailer.

As we look around, we see that this same problem is found in many other lines of trade, both wholesale and retail. So we must



W. A. Parker

conclude that, basically, the trouble results from the fact that, following another war, supply has again caught up with and outstripped demand. There is more resultant pressure from manufacturers for volume, and perhaps more tendency to experiment with some other forms of distribution.

We've had a rash of discount houses springing up in the large cities over the country. Though they have been able to exist only through the elimination of merchandising services which always have been regarded as essential, this new development apparently has led to some feeling that the cost of distribution through regular trade channels is too high.

During the last two or three years the whole Fair Trade structure has been breaking down. This has resulted in some demoralization of markets here and there.

Wholesalers have the urge to increase their volume each year, the same as manufacturers. So there has been keener competition among distributors themselves, in these years when ample supplies of merchandise again have become available.

In some or all of these conditions which have developed during the last few years may be found the reasons why there has been some shrinkage in our margins. This shrinkage, percentage-wise, may have been relatively small; but unfortunately, it came at a time when expense control has been a difficult problem.

In a period of general prosperity, as at present, it is difficult to do much about the problem of expense reduction.

Under the Wage & Hour Law, the minimum wage has just been increased from 75¢ to \$1 per hour. For many of our members that

More Than a Century of Service



Widely known in the hardware industry Fred C. Barksdale, left, and W. F. Stephenson can together point to more than 100 years of service to the trade. Vice-president of Brown-Roberts Hardware & Supply Co., Alexandria, La., Mr. Barksdale has been associated with the industry for 52 years, all with the same company. Long connected with Stratton-Warren Hardware Co., Memphis, Tenn., Mr. Stephenson is in his 90th year and has attended every convention of the Southern Association since 1904

change will no doubt mean a considerable increase in the expense for warehousing and handling merchandise.

To clarify our problem, we might, individually, prepare graphs depicting just two factors in our respective operations over the period of the last five years—our total margin and our total expense, both in terms of percent of sales. In most cases such a graph would show the margin line slanting downward and the expense line slanting upward.

Under the circumstances we can't be expected to listen sympathetically to anyone's claim that the cost of distribution is excessive, that our operating expenses are too high, that we should be able to reduce the cost of distribution substantially. Over the long years, competition has tended to keep both margins and expenses as low as they may be maintained and still leave us a reasonable return on our investments.

If an item of merchandise must be moved from factory to consumer at less expense, it can be done—but always at the sacrifice of services which most manufacturers regard as essential in the development and maintenance of their markets.

In the effort to "cut corners" in distribution, there have been some

recent developments in the wholesale hardware trade which have attracted considerable attention. As a rule, these involve experimental plans designed to reduce sales effort by the wholesaler and encourage concentration of purchases by the retailer. It may or may not be significant that, for the most part, such plans are being developed by concerns who distribute over a very large area. It may well be that the wholesaler who serves a relatively small or concentrated market has a less troublesome problem than that which faces his larger competitors.



W. S. Gardner
President, Old Guard

But for all wholesalers, irrespective of size, there is the ever-present problem of trying to keep expenses in line with sales, and of working diligently to effect greater economy and efficiency.

It was to aid in the solution of this problem that our association last year engaged the services of a firm of business management consultants. Individual surveys were made of the operations of 10 of our typical member companies, in various volume brackets and pretty well scattered over the South. The results of those surveys were compiled in the form of an 87-page report, copies of which were furnished to all members.

I hope all of you noted one significant statement in that report. In referring to what was termed the "Current Position" the report said: "All the companies surveyed have ended the 10-year period in a much sounder financial condition than at the start, in 1945."

In carrying on the wholesale distribution of anywhere from 25,000 to 40,000 different items, the typical hardware wholesaler is acting as sales agent for many hundreds of manufacturers and as purchasing agent for thousands of retail outlets—and is furnishing a very necessary and indispensable service to both.

So while doing our best to cope with present temporary difficulties, let's look optimistically at the long-range picture. The outlook is one which justifies optimism.

Old Guard Elects New Officers

IN THEIR ANNUAL meeting on Tuesday morning, April 17, members of the Old Guard elected officers for the ensuing year.

W. S. Gardner, Chattanooga, was named president. Serving with him will be R. M. Barnes, New Orleans, first vice-president; and Harry Hoffner, Jacksonville, second vice-president. Mr. Hoffner was re-elected secretary-treasurer. Charles A. Pitts, Jacksonville, also continues as assistant secretary-treasurer.

C. A. Goldstrohm, Houston, was named chairman of the executive committee while Tillman Cavert, Nashville, was elected chairman of the advisory board. Dietz Lusk and Sam Eaves are new members of the executive and advisory board respectively.



Cash in...

during

MILDEW

season!

with

Air Dri

Kills Mildew...Ends Musty Odors
in closets and storage spaces
(No chemicals, no moving parts.)

Needed in homes, offices, vaults,
libraries, boats and trailers.



Size 3" x 3" x 9"
Approved by U/L
Retails at \$7.50

Customer Satisfaction Guaranteed

FIVE-YEAR WARRANTY!

FREE

**DISPLAY
WILL DO**

YOUR SELLING JOB.

*Write
Today*

Air Dri Associates,
6706 Central Ave.,
Station A., P. O. Box 411
St. Petersburg, Florida.

Gentlemen:

Please send me full information about Air Dri..

Name _____

Address _____

City _____

State _____



Easier TO CUT

This is Mr. Frank W. Sommers, owner of Sommers Hardware Store in Beverly Hills, outside Chicago. This picture was taken the day he ran cuts on four well-known, but *unidentified*, brands of single-strength window glass in the now-famous "blind-fold test". He picked the L-O-F piece as easiest to cut. In fact, 28 out of every 30 dealers who were tested made the same choice—L-O-F! Said Mr. Sommers: "This one (L-O-F) gives you a smoother cut with no effort on the cutter."

Easier TO SELL

This L-O-F label identifies quality glass wherever it is seen. People *know* this label—it is appearing 216 million times in 1956 advertising alone! And every time it appears it adds to the already strong preference for L-O-F glass. This preference means faster, easier sales for you.



Easier

TO MERCHANDISE

Mail this postal-size card to your customers. It reminds them to replace broken or cracked window glass. And it reminds them to buy it from *you*. It even suggests that they buy glass for furniture tops, too. Order a quantity of *WG-35* from your Libbey-Owens-Ford Distributor (listed under "Glass" in the yellow pages of phone book). Or write to Dept. 7156, Libbey-Owens-Ford Glass Company, 608 Madison Avenue, Toledo 3, Ohio.



LIBBEY-OWENS-FORD

the easy-to-cut **WINDOW GLASS**





Available free to readers. Circle the numbers of items wanted on the return post card, page 76

Pyrex Ware. The 1956 Pyrex Dealer Catalog, listing new prices which were effective April 2, 1956, for Pyrex consumer ware is available. The bulletin, CF-71, covers retail prices on Pyrex brand flameware, ovenware, bakingware, dinnerware, nursing units, measures and tumblers. Consumer Products Division, Corning Glass Works, Corning, N. Y.

Circle No. 48 on coupon, pg. 76

Oilers and Cans. A catalog illustrating and describing the company's entire line of oilers, safety cans, and oil and gasoline containers is available in two forms, No. 55 General Catalog, and No. 55C Condensed Catalog. Eagle Manufacturing Co., Charles St., Wellsburg, W. Va.

Circle No. 49 on coupon, pg. 76

Sporting Goods. The 1956 D & M Spring and Summer catalog features 38 pages of baseball, softball, tennis and badminton equipment. It also contains a number of photographs showing the manufacture and use of athletic equipment. Four full pages of youth baseball equipment includes official "Little League," "Pony," and "Babe Ruth League" baseballs. Copy of the catalog and dealer confidential price list may be obtained from the company. Draper-Maynard Co., 4861 Spring Grove Ave., Cincinnati 32, Ohio.

Circle No. 50 on coupon, pg. 76

Industrial Fasteners. A new 44-page condensed catalog covering the company's line of bolts, nuts, rivets, screws and other industrial fasteners is available. The catalog is 5½ x 9 inches and contains illustrations, sizes, packaging information and prices on the most popular items in the line. Clark Bros. Bolt Co., Milldale, Conn.

Circle No. 51 on coupon, pg. 76

Cordage Projects. To stimulate sales of clothesline and sash cord, unusual uses for cordage are described in pamphlets devoted to various Leisure Time Projects. Current titles available are "Stair Rail Lacing," "Spring

Cleaning," "Playtime Equipment," "Fences-Trellises," "Workshop Wisdom," "Children's Games" and "Camping Companion." The kit consists of a yellow and black-green "take one" display with three pockets for the leaflets. It is equipped with easel back and with punched hole for counter or hang-up display. The kit includes other merchandising aids. The entire cost of the project is borne by the company. Puritan Cordage Mills, Inc., 1205 East Washington St., Louisville, Ky.

Circle No. 52 on coupon, pg. 76

1956 Tackle Lineup. A comprehensive presentation of the complete line of Shakespeare tackle for 1956 appears in the new catalog which supplants the 1956 illustrated price list. A full-color cover features the new store spin reel demonstrator and the back cover pictures in accurate detail the color styling and trim which is being used on the different price ranges of glass fiber Wonderods for 1956. The inside 40 pages are printed in green, black, gray and white with feature pages on some of the company's newest tackle items. In addition to the lineup of rods, reels, and lines for every kind of fishing, a section is devoted to miscellaneous service items and supplies. Shakespeare Co., Kalamazoo, Mich.

Circle No. 53 on coupon, pg. 76

Gasoline Engine Tools. A 63-page catalog, describing and illustrating the company's complete line of portable gasoline engine tools, is available upon request. Data and full details are given on the "MG" chain saws, generators, land clearance saws, etc. Also, information on electric and pneumatic chain saws is included in the catalog Number 32. Mall Tool Co., 7725 South Chicago Ave., Chicago 19, Ill.

Circle No. 54 on coupon, pg. 76

Sprayers and Dusters. Available on request is a catalog covering the company's complete line of hand, continuous, compressed air knapsack, bucket, wheelbarrow and barrel sprayers. The catalog also covers hand

and crank powder insecticide dusters. A circular on the Indian Fire Pump, a portable, back-pack type fire extinguisher, is offered also. D. B. Smith & Co., 428 Main St., Utica, N. Y.

Circle No. 55 on coupon, pg. 76

Garden Hose. Catalog sheets give full information on Bilrite 10-star, 8-star and 5-star Garden Hose, as well as Bilrite Triple - Tube Flexible Sprinklers. The sheets are in color and well-illustrated. American Bilrite Rubber Co., Inc., 22 Willow St., Chelsea 50, Mass.

Circle No. 56 on coupon, pg. 76

Aluminum Reflective Insulation. A 4-page, 8½ x 11-inch, 3-colored brochure has been issued to describe the advantages of Reynolds Aluminum Reflective Insulation — paper covered with aluminum foil on one side (Type B) or both sides (Type C). Application instructions are included in the brochure plus facts concerning the economy of the product and where it can be used best. Request Form BP 315 F. Reynolds Metals Co., 2500 So. Third St., Louisville, Ky.

Circle No. 57 on coupon, pg. 76

Tapes and Tape Rules. Colorful catalog pages cover the company's complete line of hardware items which includes all types of steel measuring tapes and tape rules from 3- to 100-feet, and augmented by woven tapes, plumb bobs and hand levels. The pages are illustrated and give outstanding features of each item, plus packaging information, weight, prices, etc. Keuffel & Esser Co., Adams and Third Sts., Hoboken, N. J.

Circle No. 58 on coupon, pg. 76

Toys and Croquet Sets. Doll carriages, strollers, juvenile furniture, and croquet sets are illustrated and described in "South Bend Toys," a 16-page catalog. "Announcing 1956 Croquet" is a new illustrated brochure which describes the special features of 13 models of Croquet Sets. South Bend Toy Manufacturing Co., South Bend, Ind.

Circle No. 59 on coupon, pg. 76

(Continued on page 52)

Window Glass. A 12-page catalog entitled "Sales Aids for 1955-56" is offered. The catalog illustrates and briefly describes the various merchandising helps for dealers. Libbey-Owens-Ford Glass Co., 603 Madison Ave., Toledo 3, Ohio.

Circle No. 60 on coupon, pg. 76

Mower Service. "Here's How To Make Business In Your Clinton Service-Center BOOM!" is a 24-page booklet that explains and illustrates 24 successful steps that lead to increased sales. The booklet puts the store owner in the shoes of his customer during a 30-minute step by step tour of the business. Customer relations, special demonstrations, open houses and other promotion plans are discussed and illustrated. Also included are examples of classified ads, suggestions on giveaway literature and direct mail pieces, and examples of window displays and product booth displays at local fairs. Clinton Machine Co., Maquoketa, Iowa and Clinton, Mich.

Circle No. 61 on coupon, pg. 76

Hand Tools. Described as a guide, ready reference and sales builder, the 1956 Vaco Catalog contains 40 multi-colored pages, is 8½ x 11 inches, Kalamazoo punched for convenient binding into any holder, and has an 8-color cover of heavy coated stock to withstand continuous usage. Illustrations and diagrams supplement the practical information given on screwdrivers, nut drivers, pliers, wood chisels, etc. An entire 6-page section is devoted to the Vari-board merchandising displays. Vaco Products Co., 317 E. Ontario St., Chicago 11, Ill.

Circle No. 62 on coupon, pg. 76

Fishing Tackle. The colorful 1956 Trade Catalog presents a number of new items in every category in the South Bend fishing tackle line. In addition to new items such as two Hollow Glass Casting-Spinning Rods, gift assortments receive special attention. Also, one page is devoted to illustrations and descriptions of the free sales aids offered by the company. An alphabetical index is placed at the front of the catalog while a general index by style numbers appears at the back. South Bend Tackle Co., Inc., 1108 South High St., South Bend 23, Ind.

Circle No. 63 on coupon, pg. 76

Door Hardware. A booklet illustrating door hardware items contains compact technical information and provides answers to customers "most asked" questions. The 12-page booklet, #A-91 Lumberman's Catalog, is in color. Richards-Wilcox Manufac-

turing Co., Aurora, Ill.

Circle No. 64 on coupon, pg. 76

Fishing Equipment. Weber's 1956 68-page catalog No. 32 contains 82 new items in addition to the variety of fishing tackle regularly listed. The new offerings are separately indexed for quick appraisal. Foremost among them is the complete line of Weber Dylite plastic poppers, illustrated in full natural colors on a four-page lithographed insert. The four-color lithographed cover features the new three-tier revolving display rack. The free Moviegram fly casting instruction booklets in a counter display are available to dealers every year and are illustrated and described in the catalog. The Weber Lifelike Fly Co., Stevens Point, Wis.

Circle No. 65 on coupon, pg. 76

Clamps. Much text material on selection, care and use of Jorgensen and Pony Clamps in addition to regular catalog material appears in a 32-page catalog. The catalog is in color and covers "C" clamps, clamp fixtures, bar clamps, hand screws, press screws, etc. Condensed catalogs and pages for house and salesmen's use are also available. Adjustable Clamp Co., 437 No. Ashland Ave., Chicago 22, Ill.

Circle No. 66 on coupon, pg. 76

Rotary and Reel Mowers. A 2-color enclosure which folds to 3¾ x 7 inches covers the full line of Mow-Master rotary and Mowamatic reel type power mowers. This is available from distributors as Form P-23A. A 4-page catalog sheet covers the full line of mowers, is in three colors, and includes detailed specifications and weights for each model. Form P-25. Propulsion Engine Corp., 311 Marion Ave., South Milwaukee, Wis.

Circle No. 67 on coupon, pg. 76

Home Insulation. An illustrated pamphlet showing the step-by-step installation of reflective faced L.O.F. Glass Fibers Home Insulation in ceilings and walls, together with simple instructions, has been released by the company. It contains information on how the insulation should provide protection at little cost and where to use it for a cooler house in summer and a warmer house in winter. L.O.F. Glass Fibers Co., Toledo 1, Ohio.

Circle No. 68 on coupon, pg. 76

Chains. A catalog sheet, in color, which describes the advantages of the new "Measure-Mark" chain, is available. The chain is marked every five feet for exact measurement and is color-coded for instant identification of chain grade. The catalog sheet il-

lustrates the different type chains and spotlights the color marking. Detailed information and specification charts are given also. Campbell Chain Co., York, Pa.

Circle No. 69 on coupon, pg. 76

Store Displays. Each type of display item from ticket holders to complete display units is fully illustrated and described in a new catalog. The catalog contains much information on display assembly and modern store engineering. Reeve Co., 9249 East Bernudez St., Rivera, Calif.

Circle No. 70 on coupon, pg. 76

Nails. A new pocket nail catalog listing "over 10,000 types and sizes of nails" is available. Nine kinds of finishes, eight kinds of shanks and points, and 23 different kinds of heads are shown in the catalog. Nail packaging includes the 100-pound fibre container and smaller fibre boxes in 5-, 10-, and 25-pound sizes; nails also are packaged in ¼- and 1-pound cartons. Continental Steel Corp., Kokomo, Ind.

Circle No. 71 on coupon, pg. 76

Plastic Poppers. All Dylite poppers are listed and shown in full colors in Weber's 1956 catalog No. 32. The scale-finish Scaly and the candy-striped Zebra are new styles that have been added for the 1956 season. The poppers are molded of Dylite plastic, the new expandable polystyrene, and a complete line is carried for all types of fishing. The Weber Lifelike Fly Co., Stevens Point, Wis.

Circle No. 72 on coupon, pg. 76

Hinges. "Hinges for Light Construction" is the title of a new four-page catalog that describes and illustrates a representative variety of the hinges available for such light construction as residences, motels, stores, etc. The new literature presents such features as Oilite bearings, non-rising pins and the new non-mortise hinge. Also described and illustrated are items of forged iron builders and cabinet hardware, in addition to such accessories as forged iron mail boxes, foot scrapers and letter slots. McKinney Manufacturing Co., 1715 Liverpool St., Pittsburgh 33, Pa.

Circle No. 73 on coupon, pg. 76

Hardware Assortments. Free illustrated catalog-price list circulars, featuring the newest "Select-a-Pak" hardware assortments, are available. Each assortment, made up of cabinet hardware, forged iron hardware or shelf hardware items, is described on

(Continued on page 54)

YOU CAN PUT YOUR
CONFIDENCE IN THE

'MIKE' *line**
®

QUALITY MERCHANDISE

SEINE TWINES
SEINE CORDS
TROT LINES
STAGING
VENETIAN BLIND CORD
SASH CORDS
CLOTHES LINES
MASON LINES
FISHING LINES
NYLON CASTING LINES
STARTER ROPE
JUMP ROPE
MOP HEADS
WRAPPING TWINES
KITCHEN LINES
EXPRESS TWINES
CHALK LINES
PARCEL POST TWINES
POLISHED INDIA TWINES
PLASTIC CLOTHES LINES
JUTE TWINE

Fast Service

FROM CONVENIENTLY
LOCATED WAREHOUSES



ORDERS OF \$50.00 OR MORE, FREIGHT PREPAID. Orders of less than \$20.00 f.o.b. Mill, Lawndale, N. C., Van Nuys, Calif., Marietta, Minnesota, Dallas, Texas, or Waynetown, Ind. Orders of \$20.00 to \$50.00, freight allowed to \$1.00 per cwt. Freight prepaid does not include extra charges incurred outside carrier's regular zone of delivery.

Write For Size Cards And Price List.

Cleveland Mills Company

ESTABLISHED IN 1873

LAWNDALE, NORTH CAROLINA

7861 Sepulveda Blvd.
Van Nuys, California

Marietta
Minnesota
Waynetown, Indiana

3104 Gaston Ave.
Dallas 26, Texas

DO IT YOURSELF

SAVE



REGLAZE YOUR WINDOWS

... Just like the professionals

The DIAMOND CLIPPER

HERE is a new DO-IT-YOURSELF tool that should stimulate your sales of glass, glass cutters, paint, putty knives and putty. For the first time, a tool is offered the home owner to easily, quickly and dependably drive glaziers points into wood sash when reglazing windows.

No longer is it necessary to hammer cumbersome triangle points into the sash with a screw driver or chisel. The Diamond Clipper uses neat diamond points just like the professional glaziers use.

The operation is extremely simple. The tool is rested on the glass and positioned where the point is to be located; then a slight push on the handle securely drives the point deep into the wood. The tool is attractively bubble packed in a colorful display. If placed in a prominent location, it will pave the way for sales of many associated tools. The Diamond Clipper retails for only 98c. Reloads are also profitable to sell.

Always use a FLETCHER

GLASS CUTTER



With flat glass at a premium, always use a FLETCHER glass cutter. It is best for your own use and for resale. FLETCHER makes a dependable cutter for every kind of glass.

Send for our complete catalog



THE FLETCHER-TERRY CO.

818 SOUTH STREET

FORESTVILLE, CONN.

CATALOGS & BULLETINS

(Continued from page 52)

a separate sheet. Also included are illustrations and information on the free "Select-a-Pak" display boards, panels and layouts pertaining to the specific assortment, and which are designed to fit present dealer fixtures. Space is allowed for wholesaler imprint. Circulars are 8½ x 11 inches in size and printed in two colors. They may be used with "Select-a-Pak" Catalog No. 256 which contains open stock hardware items. National Lock Co., Rockford, Ill.

Circle No. 74 on coupon, pg. 76

Fishing Tackle. The new Pflueger Trade Catalog No. 92 is 8½ x 11 inches and has 76 pages. Among the several new items described are two new spinning reels—the Freespeed for fresh water at \$14.95 and the Sea Star for salt water and fresh water trolling at \$29.95; also two new models of casting reels for monofilament line; the complete line of new Pflueger rods; numerous new spinning lures and new self-merchandiser packages on hooks and sinkers. Enterprize Manufacturing Co., Akron, Ohio.

Circle No. 75 on coupon, pg. 76

Fishing Hints. A 4-booklet series containing fishing tips and tackle recommendations is now available to dealers for over-the-counter merchandising. The booklets are 2-color, have from 16 to 24 pages, and may be carried in a coat pocket or kept in a tackle box. They contain many illustrations and diagrams for quick mastery of proper techniques. Shakespeare Co., Kalamazoo, Mich.

Circle No. 76 on coupon, pg. 76

Power Tools. Seven single sheet catalog pages illustrate, describe and give specifications on each of the three Wen "Quick-Hot" Electronic Soldering Guns, three Electric Sander-Polishers and the new Rotary Motor Electric Power Saw. The sheets are 8½ x 11 inches or 11 x 11 inches and are printed in two and three colors. Wen Products, Inc., Chicago 31, Ill.

Circle No. 77 on coupon, pg. 76

Water Heaters. Five specification sheets, in color, feature electric and gas water heaters. These contain illustrated descriptive material, including detailed roughing-in dimensions. W. L. Jackson Manufacturing Co., Inc., 1216 E. 40th St., Chattanooga, Tenn.

Circle No. 78 on coupon, pg. 76

Home Locks. New "color-accent" locks are introduced in a full-color, (Continued on page 58)

CF&I CLINTON HARDWARE CLOTH



top-flite ammunition for the do-it-yourself market

Do-it-yourselfers want to do their work quickly...easily...cheaply...and, at the same time, efficiently. That's why so many of them rely on CF&I-Clinton Hardware Cloth. It's so versatile that it can be used for an unbelievably wide variety of jobs—from plaster reinforcement to bird cages. In fact, many smart do-it-yourselfers would tell you that they consider CF&I-Clinton Hardware Cloth indispensable for many

kinds of home projects. "No wonder they call it the product with 1001 uses," say these Saturday craftsmen.

Yes, CF&I-Clinton Hardware Cloth is a natural for amateurs—and professionals, too. It's easy to work...and can be bent and twisted without breaking at the edges or other points. CF&I-Clinton Hardware Cloth is galvanized after weaving for improved wear and corrosion resistance.

CF&I-WICKWIRE
HARDWARE PRODUCTS
THE COLORADO FUEL AND IRON CORPORATION

3459

THE COLORADO FUEL AND IRON CORPORATION—Albuquerque • Amarillo • Billings • Boise • Butte • Casper • Denver • El Paso • Ft. Worth • Houston • Lincoln (Nebr.) • Los Angeles • Oakland • Oklahoma City • Phoenix • Portland • Pueblo • Salt Lake City • San Francisco • Seattle • Spokane • Wichita • WICKWIRE SPENCER STEEL DIVISION—Atlanta • Boston • Buffalo • Chicago • Detroit • New Orleans • New York • Philadelphia

Why Consumers want their mower to ...the modern engine

Customer: In shopping for a mower, I've heard a lot about engines. What does Power Products Double Power Action mean?

Salesman: It means faster, easier starting, and it also means good cutting action, even in tall grass. You see, the Power Products engine delivers a power stroke on every revolution of the crankshaft. Some engines, however, only give a power stroke on every other crankshaft revolution, or only half as many power strokes as the Power Products engine.



Customer: You say faster starting and better cutting action in tall grass because of this Double Power Action. Why?

Salesman: Well, having twice as many power strokes with every foot of the starter rope you pull, your engine has twice as many opportunities to start. In cutting grass, especially if it's a little heavy or damp, this Double Power Action makes the engine respond faster, and keep cutting where ordinary engines often stall and die. Easy starting and dependable performance are assured with the modern Power Products engine.



Customer: That makes sense. What do you mean by the Modern Power Products engine?

Salesman: I mean modern in its clean, crisp appearance; and modern in its easy, convenient operation. Note that there are *no* sharp edges or exposed screws. This prevents cut or scratched fingers by you or your wife. The beautiful engine styling really improves the appearance of your mower, doesn't it... makes it a good looking piece of equipment you can be proud to own.



Customer: It is good looking, but you say it's also modern in its easy operation.

Salesman: Indeed it is. Here is the new instrument panel control that is one of the most exciting new features on 1956 mowers. This 4-position control sets the engine on start, run, idle and stop with a flick of the finger. No more groping under the engine for the choke lever, or risking a shock from the stop lever. Don't you agree this panel control is real modern convenience?



have a Power Products Engine...

with *DOUBLE POWER ACTION*



Customer: It certainly is! But what about mower noise?

Salesman: This Power Products equipped mower has the exclusive, new Hush-tone muffler. It is designed to minimize neighborhood noise and makes the mower practically whisper while it works. This muffler is the result of thousands of hours of testing. It is another exclusive Power Products feature and is available in either above or below deck models.



Customer: Does this Power Products equipped mower have the oil and gas mixed together?

Salesman: Yes, Sir! Using modern pre-mixed fuel, just like your outboard motor, is cleaner, involves less work for you, and guarantees your engine clean lubrication. It eliminates the old-fashioned, messy job of checking, adding or draining crankcase oil. Most users have their pre-mixed fuel put in a container at their local filling station, and a 2-gallon can usually lasts most of the season. So you see, using pre-mixed fuel is really clean, convenient and modern.



Customer: The only thing we haven't covered is service.

Salesman: Service is important. Your Power Products engine has only 3 major moving parts and less than half as many parts as ordinary engines. This, plus the fact it has no cams, lifters or valves really means your maintenance and service costs will be at a minimum. But should you require service, Power Products has a national service organization of approximately 4,000 dealers, well trained and ready to serve you.



Salesman: We know the Power Products equipped mower will do a good job. The engine is specially designed and built for power mowers. That's why its easy starting, quiet operation, convenient controls and low maintenance are so outstanding. You own the best when your mower has Power Products... the modern engine with Double Power Action.

Customer: Now I understand why so many friends say to be sure to get a mower with a Power Products engine.



POWER PRODUCTS

CORPORATION
GRAFTON • WISCONSIN

THE PEOPLE'S CHOICE!



They're the best!—these three famous brands of seine twine. Designed to give your customers top quality in cotton... nylon... or a combination of synthetic fibers.

GOLD MEDAL NYLON FILAMENT SEINE TWINE—lasts longer... resists rotting, the favorite nylon seine twine on the market.

GOLD MEDAL COTTON SEINE TWINE—economical... bought by the majority of fishermen... truly, the old reliable.

NYAK SEINE TWINE—synthetic fibers carefully combined to give a dependable twine... economical, too... a big seller.

Gold Medal
QUALITY SEINE TWINES
THE LINEN THREAD CO., INC. • 418 Grand Street, Paterson 1, N. J.



60 East 42nd St. New York 17, N. Y. • 140 Federal St. Boston 10, Mass.
Lombard & Calvert Sts., Balt. 3, Md. • 105 Maplewood Ave., Gloucester, Mass.
158 W. Hubbard St., Chi. 10, Ill. • 116 New Montgomery St., San Fran. 5, Calif.

CATALOGS & BULLETINS

(Continued from page 54)

12-page "Lock Fashions" brochure. The brochure shows the open-back Continental and Manhattan designs, and illustrates possible background paint colors, fabrics and wallpapers. Locks for every purpose throughout the home are shown and proper selection and placement are fully covered, along with helpful hints on lock styling and finishes. Schlage Lock Co., 2201 Bayshore Blvd., San Francisco, Calif.

Circle No. 79 on coupon, pg. 76

Carriages and Strollers. The new 1956 Carriage and Stroller Catalog is offered to the trade. Specific models of the juvenile products line are illustrated and features are described clearly and concisely. One page is devoted to sales aids offered by the company. The catalog is in color. O. W. Siebert Co., Gardner, Mass.

Circle No. 80 on coupon, pg. 76

Close for Vacation?

(Continued from page 35)

baby bath tub was already half full of all manner of mail, shoved through the slot by the postman.

So the customers eventually had to believe the lettered sign, which read:

"Closed for Vacation, Aug. 15th to Aug. 28th."

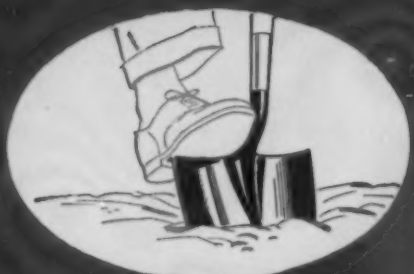
The three Reeds who operate the enterprise in partnership—father and two sons—simply locked the doors and took off. Two other members of the staff also took vacations simultaneously.

"This is the fifth successive summer we've done it that way," commented E. B. Reed, senior partner, on his return from vacation. "We think it works out all right and we wouldn't do it any other way.

"Of course, at this time of the year it is something of a slack season with us and our volume runs only about \$12,000 or \$13,000 a month, so we probably missed about \$6,000 worth of sales or \$3,000 a week.

"Even so, we think we may be better off than if we tried to keep the store open with a short crew filled out with green help.

"People ask so many questions about hardware. We might lose a lot of customers if we tried to run the place with green help that didn't know the answers. With that



EVEN GREATER STRENGTH!

Ramlite shovels take a revolutionary turn!



ROLLED BACK TURN-STEP

Still pacing the industry, Ames now offers a rolled back "turn-step" on round and square point Ramlite shovels at no extra cost! Unlike other step shovels in this price range, the new Ramlite offers a truly strong unbroken step which sweeps gracefully right up into the shank... actually gives the shovel additional strength. The Ramlite's taper-rolled blade also reinforces sections of the shovel where the greatest strength is required.

This new step is available at no extra cost in the entire Ramlite Line (Models 903 RL, 905 RL, 900 RL, 901 RL, 902 RL.) The new Ramlite with its greater utility and added strength still gives perfect "hang" and balance.



◆ Full tempering throughout ◆ Burntcote Finish

◆ Shock-band construction

◆ Tumbled metal finish ◆ Long-handled —

Round point Ramlite weighs only 3½ — 3¾ pounds



O. AMES COMPANY

Parkersburg, West Virginia
Division of McDonough Company

O. AMES COMPANY

Tool Division, Parkersburg, West Virginia

Please send me the name of distributor in my area.

Name _____

Company _____

Address _____ City _____ State _____

B-2

kind of a crew, too, we would lose a lot of merchandise to petty thievery."

Walter Reed says the customers like the idea and approve almost 100 percent.

"Many of them say it is the smartest thing they ever heard of and they wish they had done that in their business," Walter explained.

"It's gotten so now that customers know we are going to close up for vacation and they start asking, early in the summer, what the dates are. We always pick the dates early so we can pass the word. And a month or not less than two weeks before vacation, we put up signs announcing that we will close.

"Naturally, some of the customers forget the dates and tell us they tried to get in to buy this or that and some customers don't even notice the signs. But, even so, no one seems to take exception to our policy."

E. B. Reed and Mrs. Reed, sons Walter and Ellis and daughter Anne all went to California by car for their vacation. Mrs. A. W. Murray, whose primary responsibility is the Reed Hardware gift department, also went to California

for vacation, with her husband. But the two families went independently of one another and it was purely accidental that the Reeds and the Murrys met while inspecting Disneyland. Fifth member of the staff on vacation was the store's porter and handy man.

In the summer of 1948, E. B. Reed was bitten by the retirement bug, sold his business and went to California. By Christmas of 1949, however, he was fed up with retirement and, as he expressed it, "idleness nearly drove me crazy."

So he bought a store in a not-too-good location, at least as far as parking facilities are concerned, but last spring moved into a fine new building in a swank, new suburban shopping district and proposes to stay in the hardware business "Until I'm 95 years old."

♦

Profit Formula for Fishing Tackle

(Continued from page 36)

up lines completely for the beginning fisherman, leaving him nothing more to do than throw his line into the water.

Harding cited his own experience with several of his employees who have accompanied him fishing. He believes the sport is contagious. Two members of his staff, young men, who had never fished or trolled before, became extremely enthusiastic fishermen and return to the Bay weekly. One caught a marlin which was mounted and hung on the wall over the fishing tackle department.

Wheaton Paint and Hardware Co. emphasizes fishing tackle in its newspaper promotion and through window and interior displays. Early in the season, around the first of May, the first advertisement appears, and weekly advertisements follow throughout the fishing season in the Wheaton Shopping Guide. These ads plug specials on rods and reels. Inexpensive fishing kits may be sold at cost "just to get beginners and children started," according to Harding, and may be advertised as specials throughout the season. Signs in the window and in the store play up these specials further. During the Christmas season and near Father's Day a special promotion on fishing tackle is run in the

(Continued on page 62)

FILTER *PLUS* WATER TRAP *PLUS* 3 VALVES IN ONE!

UNIFILTER "75"

3-TANK HOOK-UPS with SPACE HEATERS

UNIFILTER "75" does the job of a fuel oil filter, water trap and three separate oil control valves in one! It connects 1, 2 or 3 storage tanks in one hook-up. Fuel can be drawn from any one tank at a time simply by turning a valve handle in the top of the filter!

UNIFILTER "75" is specially designed for low cost protection of space heaters. A built-in water trap removes all moisture as oil is filtered. Threaded inlets and outlet save the time and cost of installing separate valves and fittings for each tank. Washable metal cartridge reduces service to a minimum.

Self-venting design of the "75" eliminates air locks and oil stoppages and assures uniformly filtered, hotter-burning fuel oil.

SPECIAL GRAVITY OR PRESSURE TYPE MODELS



MODEL 77

Wool
Cartridge
Average
Needs



MODEL 99

Wool
Cartridge
Large
Jobs



- 4-Way Control Valve
- Self-Venting Design
- 4 Threaded Pipe Openings
- Washable Metal Cartridge
- Large Water Trap

UNIFILTER COMPANY

29845 WEST 13 MILE RD.

FARMINGTON, MICH.

ORDER FROM YOUR JOBBER
OR WRITE DIRECT TO FACTORY



Right now!

Put your REYNOLDS Do-It-Yourself ALUMINUM rack with other outdoor items

Do-it-yourself customers move outside in Spring and Summer—and you can get them to take Reynolds Aluminum with them. National advertising for Do-It-Yourself Aluminum will feature outdoor uses all summer. You'll build Do-It-Yourself Aluminum sales by making your Reynolds rack a part of your garden equipment displays.

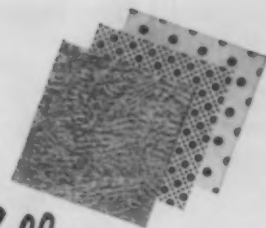
Be sure Western Union Operator 25 is sending customers to you

See "FRONTIER," Reynolds exciting dramatic series, Sundays, NBC-TV

SOUTHERN HARDWARE for MAY, 1956

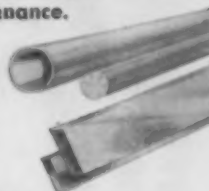
Sell

SHEET for trellises, patio wind screens, downspout extensions, general maintenance.



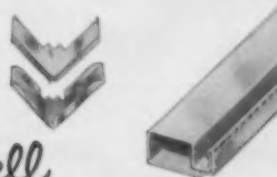
Sell

TUBING, ROD, BAR driveway markers, hose racks and holders, tool racks, trellises.



Sell

EXTRUDED SHAPES for screen porches and houses, fish boxes, window screens.



Sell

FASTENERS for every outdoor use.



Also available in Canada

We're checking Operator 25 dealer listings for accuracy. Please indicate your correct business address below and send it to:

REYNOLDS DO-IT-YOURSELF ALUMINUM
2468 South Third Street
Louisville 1, Kentucky

Name of store _____

Address _____

City _____ Zone _____ State _____

newspaper.

Early in the season Wheaton Paint and Hardware sets up a complete window of fishing tackle presenting a wide price range of rod and reel equipment, and an assortment of artificial lures. As the season advances, the window display is cut down to half-size and remains so until September, with changes made weekly or twice monthly.

"Your own enthusiasm for the sport will keep it uppermost in your mind, and when customers come in looking for suggestions, you will find that fishing tackle becomes an attractive and interesting item to customers, especially when they know they can return to you for help and guidance," added Harding.

"Steady customers are developed from fishing enthusiasts. They become better acquainted with your other lines and build sales in other departments," Harding pointed out.

"Fishing is popular all over the country," Harding stated, "and any hardware dealer can gain this profitable sales volume if he learns to fish himself."

Cashing in on Sales of Room Coolers

(Continued from page 37)

Since Coleman's sales force broke records on both kinds of temperature controllers their experience with the one-room-at-a-timers will be related first. He has four aggressive salesmen who sell many different kinds of appliances and hardware lines in and out of the store. They did a bang-up job last summer with the single room coolers. The four salesmen are Norman Roberts, John Stout, Cordell Dickens and Ronald Coleman, Arthur's son.

"The best time to sell room units," Roberts said, "is on a sizzling hot day when the prospect is really feeling the need of something to cool him off. In one week of such weather last summer we sold 40 of them."

During hot weather, when the home-owner is wishing hardest for a cooler feeling there's no time of day or night that the company salesmen won't trail him down and help him satisfy that longing. In fact, these boys do some of their best selling on days when they are

supposed to be off, or in evenings after closing hours.

"I find the most favorable time to close a sale," Stout explained, "is after dark when the entire family is at home and relaxed from the day's responsibilities. Frequently, I have sat down at the supper table with the family and discussed the comforts of air conditioning with them as we ate. Somehow they seem to be in a more understanding mood while dining and are easier to talk to."

Many sales either are initiated or closed out over the phone. The salesman picks out somebody he knows in town. Maybe the prospect already has been in the store looking over the various name brands. "I want to come down tonight and bring one of our room units with me," he says. "I want to show you how good it makes you feel this kind of weather. If you decide not to buy it I will take it up."

"Under the law of averages, you can't phone many prospects with that kind of proposition without a certain percentage of them taking you up and buying," he confides.

"Nearly every one who allows

"There is nothing finer
than a DIAMOND"

DIAMOND

QUALITY

for the man
who knows and appreciates
fine tools . . .

Choicest Diamalloy steels . . . Most careful
and efficient hardening and tempering
processes . . . Beautiful Chrome finishes.

Stocked by leading wholesalers

**ADJUSTABLE WRENCHES • PLIERS
METAL CUTTING TOOLS**

Made by **Diamond Calk Horseshoe Co.** Duluth
by **QUALITY FORGINGS SINCE 1908** Toronto

us to bring a room unit down for such a demonstration keeps it," Roberts says. "The salesman carries with him an air conditioner that can be plugged into a 110-volt circuit. After the room is properly cooled down and the family gets the feel of it, the temptation to hold onto that comforting situation becomes almost irresistible. Especially when we offer to sell on any kind of terms that will make it easy for the buyer to buy. After he enjoys the cooling for a reasonable length of time he will think very seriously before he lets us take it away."

Store Displays

Most of the room units are sold in the city of Madison, a town of about 8,000 population. While some of the leads are obtained by phoning homes that are known to be without air conditioning, most of them are obtained by tempting displays in the store. The store is in the heart of the business section and fronts the main thoroughfare through town. Both motorists and sidewalk passersby can see the display.

Hundreds come in to look over the front store display. It is mounted on a platform laid over nail kegs which are concealed by attractive cover and ornamentation. As soon as a spectator walks in, the air conditioned comfort of the store itself engulfs him with a delightful contrast to what he has just left on the outside. This does a lot to condition his mind for an immediate sale or a sale follow-up. After the customer sees this display, the store salesman often arranges an appointment for a home demonstration. If the prospect doesn't agree to an appointment then he may accept the idea on a later phone call.

Sometimes a single air conditioner set off on a stand and surrounded with traffic appliances attracts considerable attention from customers who drop in.

Room unit sales are aided and abetted by suggestive display signs and some radio promotion. There are signs on the glass doors and a large electric sign which is quite noticeable at night.

Eller & Coleman is relieved of the responsibility of maintaining an expensive service department to keep these air conditioners running. The store salesmen are able to do the ordinary minor adjusting and regulating. Where shop servicing is needed, it is handled by the area distributor. He not only



Picture of a man about to make five dollars*

*Well, four ninety-eight to be exact. He's a hardware dealer showing a power drill owner the new Versamatic... the only reversible attachment on the market. It's almost magic the way Versamatic sells. It's because it does so much more. Drives screws, removes screws. Runs nuts, bolts, on or off. Reduces speed 7-to-1 for more efficient drilling in masonry, metals, etc. Increases power 7 times to make light tools do heavy work. Yes... Versamatic sells... so stock up now. The brilliant display shown in the

photo is free to dealers. List price \$14.95. Call your jobber or write Supreme Products, Inc., 2222 South Calumet Avenue, Chicago 16, Illinois. Makers of famous Supreme Brand Chucks.



takes care of it through the guarantee period but provides it under the regular service charge terms afterwards.

The central air conditioning plants are serviced also through the same distributor arrangement. Eller & Coleman had sold 20 of these year-round units up to October 1955. The beauty of these central plants is that they can be sold successfully the year-round, while the room units are chiefly seasonal sellers. Demand for the latter usually starts in March or April and reaches a peak in July and August.

Since the best prospects for the central plants are among new home builders, they are installed when the home is built. Since new homes are built the year-round they are sold the year-round.

"Some of our best bets are the speculative builders," Roberts explained. "The speculative builder who is constructing several houses that he hopes to sell later will in all likelihood, equip some of them with central air conditioning."

Sometimes a speculative builder will buy central plants for three or four houses at a time. He can be

cultivated as a repeat buyer, while the individual home-owner won't buy more than one in a lifetime.

However, Eller & Coleman has sold quite a number of individual home builders. The prospective builder may be contacted through the general contractor or other sources. If he hasn't already contemplated the idea, it doesn't require much effort to convince him that one year-round central plant that will regulate the temperature for the whole house throughout the year is about as cheap as a heating plant plus several room air conditioners. It is a simple matter to show him that such equipment will add enough to either the sale value of the house or to his own family comfort to justify the cost.

Stout believes that these central air conditioners are already being installed in half the homes under construction in the Madison area.

Eller & Coleman isn't yet promoting central equipment for homes that are already built, but believes that the market will open up as the idea becomes more popular. The best prospects among old homes are those that are now being heated with hot air furnaces.

The hot air ducts can be used for year-round air conditioning and the installation in such homes isn't as expensive as in those old residences in which the ducts would have to be specially constructed.

Gardening Know-How Builds Added Volume

(Continued from page 38)

the community know in the earliest part of the year that his store is the garden supplies center. We display the initial needs of spring gardening very early in the season so customers will link our store with their gardening."

Boulevard Hardware Co. depends heavily on sidewalk displays for promotion and finds them to be the store's most effective advertising medium. Rental of garden tools also is advertised through signs in the window and store.

"A most profitable and valuable part of a garden supplies department are rentals. They not only furnish the customer with a needed service, but the merchandise is adequately paid for through rental



YOUR CHANCE TO WIN A \$500 VACATION TRIP FOR TWO

4 BIG TRIPS OR CASH AWARDS

IN Walrite's BIG SUMMER CONTEST FOR DEALERS
APRIL 1, 1956 TO AUGUST 15, 1956

★ You or your Walrite Department manager may have a choice of the all-expense vacation trips to such glamorous spots as San Francisco, Canada, Nassau or Mexico City. Or if you, as a winner, do not care for the trip you have the privilege of accepting \$500 in cash.

★ All you have to do is write a slogan, for your own store or Walrite Department, which incorporates the word WALLRITE. Each slogan must be accompanied by an order for at least 25 rolls of Standard Grade Walrite, to be delivered between April 1, 1956 and August 15, 1956.

★

HERE'S MORE GOOD NEWS!!!

10 BEAUTIFUL PATTERNS — FOR EVERY ROOM IN THE HOME

A NEW SAMPLE BOOK *plus* A HARD-HITTING CONSUMER ADVERTISING CAMPAIGN TO BE CONDUCTED THIS FALL

FLEMING & SONS, INCORPORATED

P. O. BOX 1291 ★ DALLAS 21, TEXAS

fees," added this dealer. "Maintenance costs are low because power equipment like mowers, garden tractors, post hole diggers, hedge clippers, aerators and lawn rollers and fertilizer spreaders are designed and built to take hard wear. When such equipment becomes two or three years old, we sell and replace it.

"Rentals are a big item in our operation," Offield asserted.

Boulevard Hardware Co. furnishes free use of a fertilizer spreader with a sale of 100 pounds of fertilizer. Rentals are on an hourly or daily basis with a deposit required only when the customer is not known to the dealer. Size of the deposit varies in accordance with the list price of equipment.

"As a neighborhood store our greatest value to the community's gardeners is our ability to answer questions. We go out on a garden problem and investigate a customer's yard when he requests that we do so. Usually, however, we can handle his gardening problem by telephone," stated Offield. "When we cannot answer a question, we offer to find out. We check with wholesalers, recheck our reading sources such as garden magazines, newspaper columns, and supplier literature. We make it a point to be of greatest help to our customers."

Garden supplies customers are good customers who buy paint, screen doors, hardware, outdoor cooking sets and utensils, and many other items.

Thread? In a Hardware Store!

(Continued from page 39)

ware store to buy thread not available in the department store.

It is not all five-and-ten business, either, Cosby emphasizes. Recently a regular thread customer came in and selected 144 balls or spools of thread at one time. The price per unit was 29 cents. Most customers, he says, are multiple buyers.

There is no way of accurately estimating how much other business the thread counter brings to the rest of the store, Cosby says, but he does know that it helps. Now and then he can trace a major sale directly to the thread department.

Last spring a woman, new in town, had heard about the thread counter. She came in, bought two

STOCK "THE ORIGINAL"

"Hide-A-Brush"

BUILD PROFITABLE VOLUME WITH THIS COLORFUL BATHROOM ACCESSORY

Hide-a-Brush is the perfect answer to the toilet brush problem, and a "must" for the modern home-maker . . . keeps her bathroom attractive and up-to-date.

Unit consists of a rugged rust-resistant holder, lithographed with a lovely floral design in full color, with assorted color backgrounds; complete with a specially designed, long-wearing Oxco bowl brush. Carries the well-advertised Oxco brand name as your guarantee of customer appeal and satisfaction.

Watch your sales of bathroom items pick up fast when you display the colorful, modern Hide-a-Brush. It's a year round good seller—at a popular price—with a comfortable profit for you. Place your stock order soon.



U.S. Patent No. 2,484,035

Six (6) color backgrounds
for easy color match



BUYING INFORMATION

No. 830

Metal holder with 12" handle bowl brush.

COLORS

White, rose, green, yellow, blue and black backgrounds.

PACKING

Indiv. box; 6 Hide-a-Brush of one color background to a shipping unit.

**ORDER NOW FROM
YOUR JOBBER**

AN **OXCO** PRODUCT
OX FIBRE BRUSH COMPANY, INC.
FREDERICK Established 1884 MARYLAND

Double...or
even Triple* your sales
of garden chemicals

by featuring

Hayes Spray Guns



*Here's proof! One well-known dealer chalked up a 320% increase in sales of garden chemicals totaling several thousand cases by featuring the Hayes line. (Name on request.)

He made this move because customers were complaining of ineffective results from chemicals when used with other methods of application.

Recommending and selling the Hayes brought him this substantial increase in sales. Many other dealers have profited in the same way—because Hayes Spray Guns DO get RESULTS for users.

That is why the Hayes—and only the Hayes—carries the endorsement of leading manufacturers of garden chemicals for use with their products, including these well-known nationally advertised BRANDS:

ACME
RONIDE
CARAC
PMAS
FOLIUM
CRAG
PRATT

BLACK LEAF
DINTHO
CHLORDANE
END-O-WEED
INSTANT VIGORO
NORTHROP KING
GRO-STUFF
WEEDONE

Hayes Garden Sprayers—For insecticides, fungicides, leaf feeding. Available in 1½, 3, 4, 6 and 12 gal. capacities. Priced from \$2.95.

Order today from your nearest Jobber

Hayes

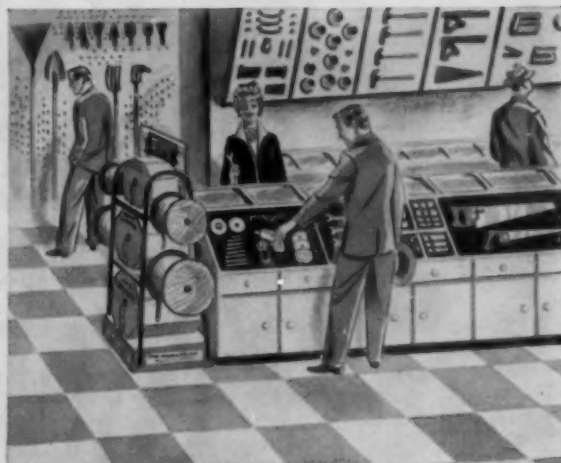
SPRAY GUN COMPANY • World's Largest
Manufacturer of Garden Hose Sprayers Since 1929
98 N. San Gabriel Blvd. Pasadena 8, California



OK'd
HAYES SPRAY GUNS
are APPROVED by
leading manufacturers for
use with their chemicals

Aome Quality Points, Inc.
American Chemical Paint Co.
Bacide Chemical Co.
Bayle Midway, Inc.
California Spray Chemical Corp.
The Carac Corp.
Carbide and Carbon Chemicals Co.
W. L. Glary Corp.
Conks Laboratory Products
Diamond Black Leaf Co.
Durham Chemical Co.
McLaughlin Garaway King Co.
Mellor Products Co.
Monsanto Chemical Co.
Northrup, King & Co.
R. C. Pratt Co.
Swift & Co., Plant Food Division
Thompson Chemicals Corp.
Velsicol Chemical Corp.
World Spray Co., Inc.

Hayes Lawn Sprayers—
For mass spraying of
lawn moth solutions,
weed killers, crabgrass
killers, herbicides, liquid
fertilizers. 3 models.
From \$3.45.



NEW BEDFORD ROPE Product of 114 Years of Progress

Quality-controlled materials . . . improved methods based on 114 years' know-how . . . and progressive merchandising and packaging for your convenience—these achievements help make New Bedford the world's best rope buy.

First choice of hardware retailers because:

It's sold in self-dispensing display cartons that:

- Hold full or half coils
- Keep rope clean
- Keep rope coiled

It's pre-measured

- Factory marked every ten feet
- Sell every inch—no remnants
- Sell right from the carton

AVAILABLE AT YOUR JOBBER



**NEW BEDFORD
CORDAGE COMPANY**
NEW BEDFORD, MASSACHUSETTS
Serving the Maritime Industry Since 1842

SOUTHERN HARDWARE for MAY, 1956



You
 can
 buy
 no
 finer
 insurance
 protection
 for BUSINESS, HOME or CAR

IT'S GOOD BUSINESS
 TO SUPPORT
 YOUR ASSOCIATION



PASTRY BLENDERS

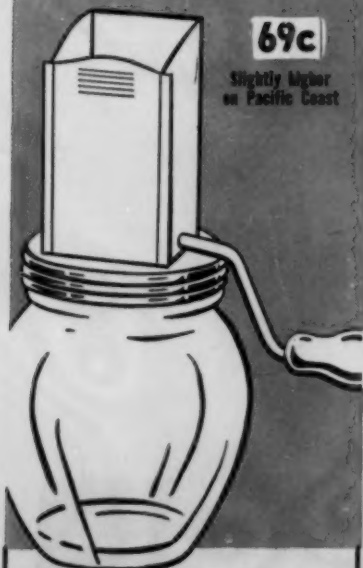


Stainless Steel

\$1.25

ANDROCK

NUT CHOPPER



69c

Slightly higher on Pacific Coast

Your wholesaler always has popular Androck Housewares in stock.

THE WASHBURN COMPANY
Worcester, Mass. • Rockford, Ill.

spools of thread then walked over to the appliance department. A half-hour later she signed an order for a new refrigerator. Cosby feels that this refrigerator sale never would have been made except for the thread counter which brought in the customer.

The year-'round toy department is directly back of the thread counter, and many thread customers patronize the toy department on the same trip, Cosby says.

•

Developing Extra Sales of Picnic Supplies

(Continued from page 40)

away. It is made possible by a stairway leading to the second floor.

"We decided to divide what we considered summer and winter picnic items into two different display areas. As a result we find customers prefer this arrangement and our sales have increased," Holley said. "Items for outdoor picnics such as picnic baskets, ice coolers, ice tea glasses, etc., are what we call our summer items. Items for the winter picnics are usually to be used around the fireplace and include coffee pots and mugs, popcorn poppers, etc. Items like cooks' caps and aprons, plastic plates, forks and spoons, and cooking utensils are displayed in both places as customers buy them to use throughout the year.

"We plan our window displays to include either the summer or winter items. For instance, in the summer we may have a picnic table displayed with all the items for summer use on it. In winter, we have all the items grouped around an imitation fireplace."

Built Fireplace

This past summer the Holley store built a small fireplace in the section for the winter picnic supplies. A complete line of fireplace items make the display more effective. As an extra service, a number of magazines and books on the construction of fireplaces are available for customers who are planning the construction of their own. This service is free and helps add many sales of picnic supplies each week.

"Another advantage of having the picnic supplies divided into two sections," Holley pointed out, "is that it starts people thinking early about a picnic for two times

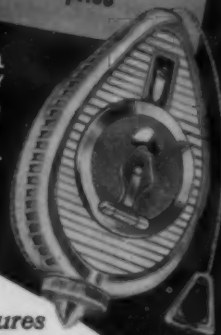
NEWLY DEVELOPED EVANS CHALK line PLUMB line

—precision engineered
—real professional's tool
—a popular price

RETAIL ONLY

\$1.49

50 ft.



More features than any other Chalk Line made!

- Built-in Plumb Bob tip for easy one-man work.
- Slide action brake separate from rewind handle. Automatically unlocks on rewind.
- Sturdy die-cast aluminum case practically indestructible.
- Easy to fill. 1/4 turn screw opening — won't come loose accidentally.
- Hook ring for one-man chalking and plumbing.
- Rewind handle folds flush.
- Unconditionally guaranteed.
- Available with 50-ft. and 100-ft. lines.

STOCK EVANS CHALK CARTRIDGES

Spill-proof refills
Perfect for use in any Chalk Line. Retail 10¢ each—one full ounce and Evans Replacement Lines—wound on reusable plastic reel.
50 ft. 25¢ retail.



RETAIL FROM

\$1.49

6 ft.

EVANS KING-SIZE
6, 8, 10, 12-ft. TAPES

Stand Up Straight for One-Man Measurements

Now, long upright measurements are easy and accurate with these new Evans King-Size Tapes. 33% wider blade (full 3 1/4") stays straight up—does not bend or buckle! Free belt clip for handy carrying, and Free Tensile Utility Case with every tape. Self-adjusting sliding end hook always starts at zero for accurate inside-outside measuring. Stock all four sizes for multiple sales!

FAMOUS EVANS DOUBLE MARKINGS

Work in feet and inches? Read Here 1 2 3 4 5 6 7 8 9 10 11 12
Work in inches? Read Here 1 2 3 4 5 6 7 8 9 10 11 12

Evans RULE CO.

400 Trumbull Street • Elizabeth, N. J.

There's **PROFIT** IN **SUNSET** *Specialized Fishing Lines*



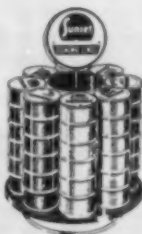
Made in the South for Southern Fishermen

When you stock **SUNSET** lines you have all of these things working to help you sell them:

- Specialized lines designed for your fishing areas
- Fast deliveries to eliminate big inventories
- Finest packaging
- Consistent advertising
- Best prices
- Valuable sales aids

4 BEST SELLERS

- **CASTMASTER**
Nylon Casting Line
- **SURF KING**
Salt Water Line
- **FLEXON**
Soft Monofilament
- **FLOATER**
Fly and Bug Line



Put a compact Sunset Line Merchandiser on your counter and watch sales go up!

Write for complete color catalog of all specialized Sunset lines

sunset fishing lines
FLORENCE ALABAMA

SOUTHERN HARDWARE for MAY, 1956

NOW!

Dealer Profits Unlimited with **CAMILLUS** **50¢ KNIFE TRADE-IN PROMOTION**



50¢
FOR YOUR OLD POCKET KNIFE
When you buy one of these top quality
CAMILLUS KNIVES

CAMILLUS
has the edge!

FINEST QUALITY
FULLY GUARANTEED
PREMIER KNIFE SHOPS
MADE BY AMERICAN CRAFTSMEN

**Display that Sells
Quality that Tells**

A Sure-Fire
Sales Booster

**EXTRA PROFIT-
NO
EXTRA EFFORT**

20 fast-selling Camillus knives on free attractive display.

Take the leading, top-quality pocket knife—add the first and only knife trade-in ever offered—and you'll come up with a dramatic sales punch that spells **BIGGER PROFITS** for 1956.

To top it all—you have no extra work to do . . . no reports to make. It's as simple as this: Your customer can trade-in his old jack-knife, redeem a coupon you offer him, or redeem a coupon clipped from a national ad . . . any one worth 50 cents toward a brand new Camillus knife.

**CAMILLUS DOES THE WORK
YOU RING UP THE SALES**

With your order for the attractive 20-knife display above, your jobber will provide a big, free promotion kit containing:
Window streamer, pennant, coupon book, promotion tips, and dealer prize entry card.

EXTRA **\$100**

SAVINGS BOND

To dealer with best merchandise program. Details in promotion kit.

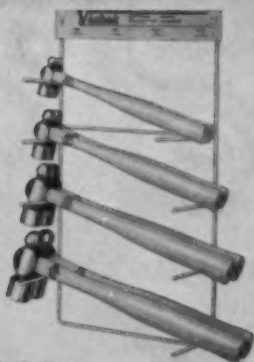
ACT NOW!
Order your trade-in promotion unit today from your Camillus jobber, or write Dept. HA-1 for full information.

America's "Most Wanted" Knife
—A Product of Fine American Craftsmanship Since 1876.

CAMILLUS

CUTLERY COMPANY
CAMILLUS, N. Y.

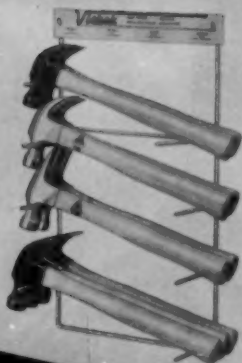
Show and \$ELL



B-65—8 piece
Ball Pein Hammer Assortment.

HAMMERS by VLCHKEK

Now Available
in Assortments



B-66—9 piece
Claw Hammer Assortment.

Containing fast moving, popular sizes, these sales-making displays fit either perforated panels or any wall surface. They show part numbers, full description of tools, and resale prices.

Also available are 3 displays of popular Vlchek streamlined wrenches, 2 displays of pliers, 1 of screw drivers and 1 of adjustable wrenches.

In keeping with the modern trend of self-service, these displays invite customers to pick and pay. How about a trial?



of the year instead of one. For instance, a lady visiting the store recently bought several items from our summer picnic section. Before she left the store she stopped at the winter section and placed a popcorn popper on layaway to be picked up this winter."

The Holley store finds picnic supplies are sold easily to almost every customer shopping at the store. Most people think of picnics as happy times and they feel they are buying a little happiness with each purchase. Every customer that enters the store is given a small sales talk on picnic items and about one out of every five makes a purchase of these items.

"We find display is one of the main factors in building sales of picnic supplies," Holley added. "We try to make our displays resemble the outdoors, or the atmosphere around the open fireplace, as much as possible. We find that if we make a customer feel that he is out in his own backyard at the barbecue pit, or sitting around the fireplace popping corn, he usually will buy more.

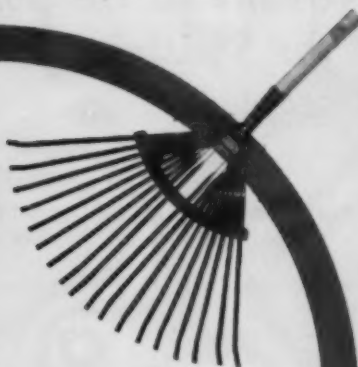
"To make our display more effective, we use a small outdoor

picnic table in our summer picnic section. We set it up just like a family would before they eat. Also, we use a small awning over our wall display in this section to give it more of the warm weather effect. In the winter section, we place a red light under several oak logs in the fireplace to give it a realistic effect. Often, during the fall, we have a coffeepot full of hot coffee to serve customers in this section."

Many picnic items were sold last year as Christmas presents. Most housewives buy one or more items each Christmas as presents for the entire family. Picnic supplies are one item that each member of the family can derive much pleasure from. The store plans to start its Christmas promotion of these items in early October, and the layaway plan will be stressed as an extra sales measure.

"We have carried a fairly large inventory of picnic items for the past three years," Holley said. "We really saw how much volume we could gain when we started our heavy promotion this past spring. If these items are promoted and displayed, they can be a big profit line."

**Rugged Robert
Quality Means
Extra Profit...
for YOU!**



Made with quality materials throughout—tines of the finest carbon steel—the Rugged Robert Broom Rake always means more profit . . . for YOU! As the best-looking broom rake in America today, the Rugged Robert sells on sight!

- ★ Specially-patented cover plates and sockets lock all parts for life . . . rake will never come apart or lose shape.
- ★ Unconditionally guaranteed for 2 years . . . date of manufacture on every rake.
- ★ Expert workmanship upholds the high standard of Rugged Robert name . . . brings repeat orders everywhere every time!

Wire Products Company

2713 North 24th St., Birmingham, Ala.

Member, American Hardware Manufacturers Association

**RUGGED—
ROBERT
BRAND**

AMERICA'S
MOST REMARKABLE SCALE

LIGHT-UP DIAL

COUNSELOR
Star-Lite



ALL NEW...model 609

Again... COUNSELOR gives you the sales edge over conventional scales. The INSTANT the scale is stepped upon, the dial is flooded with light... automatically! This feature captivates customers, for it is positively the easiest-to-read scale ever offered to them. Light-up dial... high fashion design... sleek, floor-hugging silhouette... unsurpassed accuracy. Merchants who recognize the sales potential created by this combination will record new heights in volume and profit during '56. Write *Counselor Star-Lite* on your next order. There's no other scale like it in America.

STEP ON IT...AND SEE

- LIGHT-UP DIAL assures easier weight reading even in well-lighted room.
- LIGHT-UP DIAL is a boon to people who have visual deficiencies.
- LIGHT-UP DIAL encourages children to weigh regularly... makes "keep-fit" activities fun.
- LIGHT-UP DIAL completely eliminates lens glare caused by overhead lights.
- LIGHT-UP DIAL has long service life. When required, standard flashlight bulb and/or battery can be easily replaced.

COLORS: White, Turquoise, Burgundy, Blue, Pink, Yellow, Green

Retail \$9⁹⁵ East
\$10⁴⁹ Far West

THE BREARLEY COMPANY, ROCKFORD, ILL.
AMERICA'S FOREMOST AND LARGEST
PRODUCER OF BATH SCALES

COUNSELOR
Scales



to really know
PLASTIC PIPE

Chesflex

study this
7 point
checklist!



1.
What is the
pipe made of?



Chesflex VPR 100% Polyethylene Pipe is made exclusively of Virgin Premium Polyethylene resin... never any filler—never any gunk!

2.
Who
makes it?



Chesflex is manufactured by one of the pioneers in the extrusion of Polyethylene with years of manufacturing know-how.

3.
Is it
profitable?



Chesflex VPR pipe is honestly merchandised so that you can make an honest profit. Chesflex never resorts to "special deals" or "desperation tactics."

4.
Is it
honestly rated?



All Chesflex pipe—75 lb., Standard, 100 lb. and General Purpose—are non-toxic with a 4 to 1 pressure safety factor to withstand intermittent surge.

5.
How is it
guaranteed?



The famous Chesflex 20/30 guarantee on all Chesflex pipe is proof of our absolute confidence in the performance of our product.

6.
What returns
can you expect?



In all the years Chesflex has been on the market never has even 1" been returned as defective or unsatisfactory.

7.
How is
it sold?



Chesflex distributes exclusively through recognized wholesalers. Be sure you contact him today.

Don't Be Satisfied With
A Lesser Product
Those Who KNOW,
Specify CHESFLEX
Virgin Premium Resin
POLYETHYLENE PIPE
BE SAFE—BE SURE



CALL YOUR CHESFLEX WHOLESALE TODAY

Chesflex

684 Nepperhan Avenue — Yonkers, New York

What's boosting
BOKER-is boosting
you!

the right

- QUALITY • MARK UP
- RETAIL PRICES
- NATIONAL ADVERTISING

BOKER tools are as finely made as the famous BOKER TREE $\frac{1}{2}$ BRAND Cutlery . . . from special analysis, chrome vanadium steel—every tool load-tested, diamond-tested for hardness, and accurately machined. Your customers will go for them!

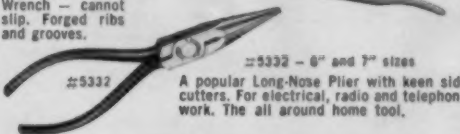


#275C — 7" — 10 1/4" — 12 1/4" sizes

Heavy duty Combination Pattern Snips will cut curves as well as straight lines. Other patterns and sizes also available.



#6507 — 10" size
Patented Groove-Grip, 5 position adjustable Plier-Wrench — cannot slip. Forged ribs and grooves.



#5332

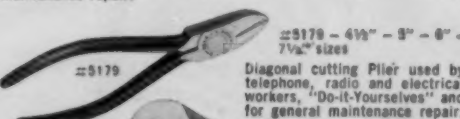
#5332 — 6" and 7" sizes

A popular Long-Nose Plier with keen side cutters. For electrical, radio and telephone work. The all around home tool.



#5612 — 6" — 7 1/2" — 8 1/2" sizes

Heavy duty side cutting Plier widely used by linesmen and electricians and for maintenance repair.



#5179

#5179 — 4 1/2" — 5" — 6" — 7 1/2" sizes

Diagonal cutting Plier used by telephone, radio and electrical workers, "Do-it-Yourselfers" and for general maintenance repair.



#6W

#6W — 4" — 6" — 8" — 10" — 12" sizes

Chrome plated finish, special alloy steel thin Wrench. Exceptionally strong.



#82 — 10" size

Compound action Aviation Type metal Snips. #81 cuts left; #82 cuts right; #83 universal straight cut.



A POST
Recognized Value

H. BOKER & CO., INC.
Established 1837

101 Duane St. New York 7, N.Y.

Plants at: Maplewood, N. J., Bridgeport, Conn., Ft. Smith, Arkansas



Sell more

FITLER ROPE

With This Handy

DISPLAY RACK

The new Fitler rope container and handy display rack were designed to create impulse sales. Neat in appearance, they keep rope clean and are proven space savers . . . to use, simply break paper seal and withdraw rope through center hole.

For a quick turnover; stock and display the Fitler Line . . . it sells itself.

The Blue & Yellow label identifies Fitler Brand Pure Manila Rope and the Red & White identifies Fitler Brand Sisal Rope.

THE EDWIN H. FITLER CO.

Est. 1804

New Orleans 17, La.

Philadelphia 24, Pa.

SOLD BY DEALERS EVERYWHERE



a **NEW** addition to the **COOK 'N' KETTLE** line the **COOK 'N' KART**

For the folks who aren't quite ready to pay \$99.50 for the famous Cook 'N' Wagon, but who still want the World's Finest Charcoal Broiler, here's the Cook 'N' Kart. The kettle's the same. Only the "Kart" is different. You still get those wonderful Cook 'N' Kettle results. **HEAVY CAST IRON AND THE LID MAKES THE DIFFERENCE.** More than 20,000 Cook 'N' Kettle users will tell you the only way to cook is in heavy cast iron . . . and with a lid . . . to get that wonderful charcoal flavor through and through. Cook 'N' Kettle's the only answer. **MR. DEALER!** Cook 'N' Kettles get more publicity pictures and/or stories than any other charcoal broiler. Life, Saturday Evening Post, American Homes, Better Homes and Gardens have carried stories and pictures of the Cook 'N' Kettle. We place paid advertising in Gourmet, Esquire, Holiday, House Beautiful, Sports Illustrated and all the major sporting magazines. It's easy to sell the Cook 'N' Kettle line . . . the most famous line of outdoor cookers in the country . . . the World's Finest Charcoal Broilers.

*Patent Pending, Trade Mark Registered



BOX 949 SH TULSA, OKLAHOMA



COOK 'N' KART
Retail for **\$59.95**

The kettle is 19" diameter, 12" deep, weighs 85 lbs. Dampers control heat and flame. Cast iron holds the heat and seals the flavor. Never cooks dry.



COOK 'N' WAGON
Retail for **\$99.50**



Electric Rotisserie Attachment,
\$34.95 retail.



Cook 'N' Kettle, Jr.
\$19.50 Retail
Stand
\$3.95 Retail

New Plasti-Card Package loaded with **IMPULSE** **SALES POWER!**



★**STAR** **WALLGRIPS**

GRIPS

FIXTURES TO WALLS

Designed to get that **PLUS** sale from your browsing customers. Holds two **WALLGRIPS** and wrench (to hold **WALLGRIP** from turning in soft materials). Six sizes for light, medium and heavy fixtures. 12 cards in compact metal edge package for easy storage. Also packaged for standard shelf stock. Nationally advertised.



SH-5

Please send **WALLGRIP** catalog and sample **WALLGRIP PLASTI-CARD** package.

Name _____
Address _____
City _____ Zone _____ State _____

★**STAR EXPANSION**

Fasteners for Home and Industry

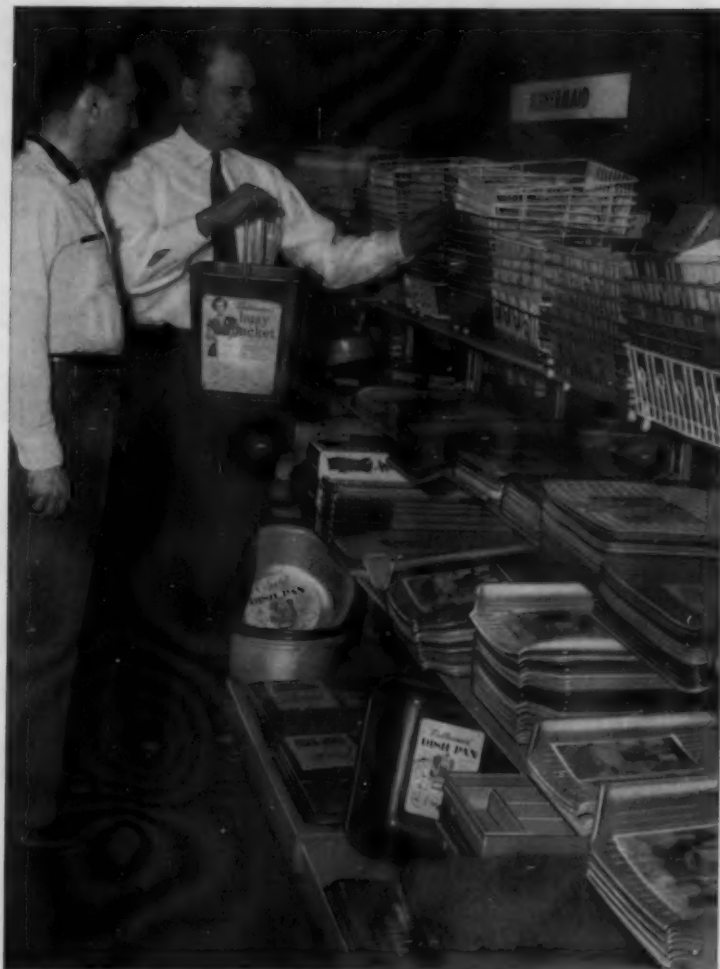
142 LIBERTY STREET • NEW YORK 6, N. Y.
BRANCHES IN ALL PRINCIPAL CITIES

"Rubbermaid moves so fast —
I always carry
it in
good depth"

*says Ronald Hoffpauir, Manager
Marine Electric Housewares
Lafayette, Louisiana*

**ANOTHER SUCCESSFUL
HARDWARE SELLING TEAM
—RETAILER, JOBBER
AND RUBBERMAID**

Ronald Hoffpauir, Manager,
Marine Electric Housewares,
Lafayette, Louisiana, and
Rennie Benoit, Salesman,
Corenawet, Inc.,
New Orleans, Louisiana



RETAILER SAYS: "Rubbermaid is one of our fastest moving lines. Giving it good position and plenty of room for display makes it move faster. So, you've got to carry it in good depth of items and colors. Needless to say, I like Rubbermaid's long margin on that fast turnover. We're pulling in extra customers too, with mail stuffers and newspaper ads." *Ronald Hoffpauir, Manager, Marine Electric Housewares, Lafayette, Louisiana.*



JOBBER SAYS: "I find that whenever a dealer displays Rubbermaid in good depth, both in items and colors, he always enjoys fast turnover. Rubbermaid is a line with items that every housewife needs—and that means volume and plus business for my dealers and for me." *Rennie Benoit, Salesman, Corenawet, Inc., New Orleans, Louisiana.*



RUBBERMAID SAYS: "You can't sell from an empty wagon. And—as far as the woman who needs a *yellow* Rubbermaid Dish Drainer for her kitchen is concerned—your wagon is empty if you don't have *yellow* in stock. So, stock up for a wagonful of profits with all basic items, in all popular colors and sizes. Display them right, in the right location—and watch Rubbermaid turnover *pay!*"



You get the most out of Rubbermaid by the proper display. Write for free Rubbermaid display booklet that illustrates and describes the best display for your store. THE WOOSTER RUBBER COMPANY, WOOSTER, OHIO.

DEALER SALES AIDS

*For more information on these sales aids
use the free post card at bottom of page*

Pipe Dispenser

A dispenser display for flexible plastic pipe is introduced by Carlon Products Corp., 10225 Meech Ave., Cleveland 5, Ohio.



Designed to take less than eight square feet of floor space and made from sturdy plywood, the unit holds over 1000 feet of plastic pipe in 1/2-, 3/4- and 1-inch sizes. Its over-all height is less than five feet.

Three standard coils may be slipped onto lightweight steel reels and

placed into the dispenser with a minimum of time and effort, the company states. Every coil of Carlon plastic pipe may be uncoiled or loaded without affecting the other reels. For more information—

Circle No. 814 on coupon, pg. 76

Reel Sales-Maker

A display featuring six Bronson bait casting reels is announced by the Bronson Reel Co., Bronson, Mich.

Designed in three colors, the display includes an acetate cover to keep the reels free from dust. The carton the reels come in converts into the display and occupies less than one



square foot of space. Reels fasten securely in place, yet are removable.

Included are the Lashless (No. 1700), the Mercury (No. 2550), the Green Hornet (No. 2200), the Fleetwing (No. 2475), the Comet (No. 2400), and the Altoona (No. 4200). Prices range from \$8.95 to \$3.25. List prices of the six reels total \$35.65. Dealer cost is \$21.39; there is no charge for the display. For more information—

Circle No. 815 on coupon, pg. 76

Saw Frame Display

Great Neck Saw Manufacturers, Inc., of Mineola, N. Y., has introduced a hack saw frame and coping saw frame display which is called the



Handy Return Card

- Request More Information on
Sales Aids
New Products
Catalogs & Bulletins

NO POSTAGE NECESSARY

Please be sure to fill in your Firm's Name and your position on the Coupon. This service cannot be extended to you unless this information is furnished.

Postage
Will be Paid
by
Addressee

No Postage
Stamp Necessary
If Mailed
in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SBC. 34.9, P. L. & R., ATLANTA, GA.

SOUTHERN HARDWARE

806 PEACHTREE ST., N. E.

ATLANTA 8, GA.

No. 660 Hack Saw Frame Coping Saw Frame Department. It is designed for use on either floor or counter and measures 24 $\frac{3}{4}$ inches wide x 21 $\frac{1}{2}$ inches high.

The two-tone orange and black heavy wire-steel display holds 3 $\frac{1}{2}$ dozen of the company's line of saw frames, as follows: 1 dozen of No. 9 Coping Saw; 1 dozen of No. 50 Hack Saw; $\frac{1}{4}$ dozen, No. 80 Hack Saw; $\frac{1}{4}$ dozen No. 125 Hack Saw; $\frac{1}{4}$ dozen, No. 325 Hack Saw; and $\frac{1}{4}$ dozen, No. 28 Coping Saw. Prices are clearly marked.

The entire display costs the dealer \$38.50 and retails for \$59.00. For more information—

Circle No. 816 on coupon below

Mirro Display Kit

A new Mirro Display Kit being distributed to dealers this spring by Aluminum Goods Manufacturing Co., Manitowoc, Wis., includes a continuous roll display banner. It is furnished



in a 100-foot-long roll with a sales message repeated every 40 inches, at which point it is perforated for separation. Any length can be used as a counter display, table skirt, window banner, pillar display, etc.

Other materials in Mirro's Display Kit include Cook Ware Festival display cards, incorporating reprints of

national magazine ads, for window and counter displays. All of the display material is built around the "Mirro Cook Ware Festival." Free mat and layout service for newspaper advertising and suggested radio and television copy also are offered to dealers.

Mirro circulars and postcards are furnished along with the Mirro Sales Maker Manual. In addition, 60-second open end TV films are available for dealers' use on a free-loan basis. For more information—

Circle No. 817 on coupon below

Shovel Merchandiser

A new portable merchandising unit which provides space for as many as 18 assorted shovels, spades and



scoops, in both Dee and long handles, is announced by the Ingersoll Steel

Division, Borg-Warner Corp., New Castle, Ind.

The unit measures 36 x 24 x 26 inches and is mounted on 360 degree roller bearing casters. It is built of 24-gauge steel and finished in red enamel with silver printing. Finish is weatherproof for outside display. The shovel merchandiser is shipped in a carton and offered at \$5.95 f.o.b. factory. For more information—

Circle No. 818 on coupon below

Plastic Pipe Package

A guaranteed plastic pipe sales package, offered by Carlon Products Corp., 10225 Meech Ave., Cleveland 5, Ohio, sells or the dealer gets his money back. The package consists of



three 100-foot coils of plastic pipe in popular sizes and an ample selection of plastic fittings in a merchandiser along with a streamer, brochures and other sales aids.

Carlon Products agrees to take back any items not sold after the dealer displays the merchandiser prominently in his store for four months. For more information—

Circle No. 819 on coupon below

Knife Trade-In Plan

A trade-in plan for the merchandising and selling of pocket knives is being offered by Camillus Cutlery Co., Camillus, N. Y., for a limited time. Dealers will allow customers 50 cents for any old pocket knife, regardless of age, make or condition, toward the purchase of any new Camillus brand pocket knife on special trade-in display.

The promotion unit consists of a display piece to which is attached 20 knives, representing five of the fastest selling styles in the regular Camillus line.

Three-color window streamers and pennants, newspaper mats, catalog sheets, promotional tips, and coupons are available to dealers who participate in the program. Every dealer who purchases the 20-knife trade-in display is provided a complete pro-

(Continued on page 78)

5/56

Please send more information on these catalogs and bulletins:

48	51	54	57	60	63	66	69	72	75	78
49	52	55	58	61	64	67	70	73	76	79
50	53	56	59	62	65	68	71	74	77	80

Please send me more information on these sales aids:

814	816	822	826	830	834	838	842	846	850	854	858	862	866	870	874	878
815	819	823	827	831	835	839	843	847	851	855	859	863	867	871	875	
816	820	824	828	832	836	840	844	848	852	856	860	864	868	872	876	
817	821	825	829	833	837	841	845	849	853	857	861	865	869	873	877	

Please send more information on these new products:

221	223	225	227	229	231	233	235	237	239	241
222	224	226	228	230	232	234	236	238	240	

My Name Position

Company Name

Street

City Zone State

SPORTING GOODS DEALERS!

Here are Nationally known names in the finest lines of fishing equipment—names that your best customers know and appreciate for their quality and reliability. See your King Hardware Salesman for all your outdoor merchandise!

BETTS	PFLUEGER	FALLS CITY
IDEAL	BRONSON	SOUTH BEND
AIREX	JOHNSON	BEAD CHAIN
HEDDON	COLEMAN	SHAKESPEARE
WESTERN	MY BUDDY	GLEN L. EVANS
MITCHELL	ASHAWAY	WRIGHT & MCGILL

You can depend upon King Hardware for fast turnover, popular lines of sporting goods. These fine names and others are ready to be shipped on your order to our salesman!

**WRITE US FOR KING'S 1956 TACKLE AND
OUTDOOR SPORTING GOODS CATALOG**

KING HARDWARE COMPANY

490 Marietta St., Atlanta, Ga.

"They're SUPER
...for fast,
leakproof
connections!"



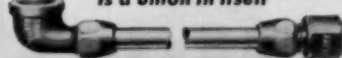
Superseal Gas Range Connectors

The long, 10° tapered cone on Superseal Connector Fittings makes positive, leakproof connections which are not affected by vibration or moving the range in and out of position. The fittings are rugged, cadmium-plated, malleable iron with no sharp edges to shear the aluminum tubing.

And here's another thing installation men like. Because tubing can be easily bent, it is always possible to make neat, flush-to-the-wall installations.

Superseal Connectors are certified by the American Gas Association and are listed by Underwriters' Laboratories. They are produced in any combination of female elbows and male or female adapters; 3/4-inch pipe thread; 12 to 60-inch lengths. Over 400 U. S. distributors. Insist on Superseal.

"Every Superseal Fitting
is a union in itself"



Superseal
DIVISION

COLUMBIA MALLEABLE
CASTINGS CORPORATION

COLUMBIA, PA.



motional kit, free of charge.

A special incentive is provided dealers who do an exceptional job in promotion. Each dealer is furnished with an entry blank for a \$100 Savings Bond Contest. The award will be made to the dealer with the best promotion behind the trade-in campaign. For more information—

Circle No. 820 on coupon, pg. 76

PRINTED HELPS

and other sales aids for 1956

Jackson Manufacturing Co., Harrisburg, Pa., has available a 3-fold circular in color, which can be used as counter circulars or mailing stuffers on its complete lawn and garden equipment line. These stuffers are available upon request. For more information—

Circle No. 821 on coupon, pg. 76

Buch Manufacturing Co., Elizabethtown, Pa., has available for dealers a display kit free of charge. The kit contains a counter card, 9" x 18", printed in two colors; three gummed window and door stickers, featuring home barrows, spreaders and lawn carts; and a giant streamer, 12" x 28", printed in two colors. All merchandising material is printed in Bermuda Green and black which matches the color of the Buch line of lawn care equipment. For more information—

Circle No. 822 on coupon, pg. 76

Zebco Co., 1131 East Easton St., Tulsa 1, Okla., offers to dealers a number of folders containing descriptive material on its reels, together with a Goodstix window display. Catalog sheets are available featuring the five models of reels manufactured by the company. For more information—

Circle No. 823 on coupon, pg. 76

The Enterprise Manufacturing Co., Akron 9, Ohio, makers of Pflueger fishing tackle, has available for deal-

ers a window display kit which consists of a central illustration plus display cards on major items. Other sales aids include: Trade Catalog #92 issued February 1956, consumer catalog #192 issued in March 1956; dealer mats on most reels; proofs of line and half-tone cuts on most products; and a counter display rack for bait cards which measures 10 inches high by 10 inches in diameter. For more information—

Circle No. 824 on coupon, pg. 76

Melnor Metal Products Co., Inc., 10-40 45th Ave., Long Island City 1, N. Y., offers a cooperative advertising plan to eligible dealers whereby Melnor pays 50 percent of the actual space cost of the dealer. The cost, however, cannot exceed \$20 for each advertisement placed. The space cost is paid directly to the dealer. The limit is six advertisements per dealer in any one calendar year. The company also will provide mats for the ads. For more information—

Circle No. 825 on coupon, pg. 76

Henry L. Hanson Co., Worcester, Mass., has available a Self-Seller Drill Display which requires 14 inches of space. A clear cover highlights the high speed drills which are held in supporting holes and serve as a drill gauge. The size and price are marked and quantities are varied according to demand. The cabinet has a storage rack for extra stocks. An information chart is also available.

The Hanson Self-Seller Display Cabinet for taps and dies contains initial assortment of taps, dies, screw extractors, die stocks and tap wrenches, including all popular sizes, and is graduated according to normal customer demands. The cabinet requires counter space 18 inches x 13 inches and has space in the back for extra stock. For more information—

Circle No. 826 on coupon, pg. 76

Wen Products, Inc., Chicago 31, Ill., makes available to dealers colorful, 30" x 10" window streamers or wall signs — two featuring Wen Model #250 or #199 "Quick-Hot" Electronic Soldering Guns; others Model #202, #303 or #404 Electric Sander-Polishers. Two-color folders, 3 3/8" x 6 1/2", which illustrate and describe the above-mentioned products, and a wide assortment of glossy photos, electros, mats, and prepared ads also are offered. For more information—

Circle No. 827 on coupon, pg. 76

Lebanon Chemical Corp., Lebanon, Pa., offers a number of free merchandising aids for its line of fertilizers, weed killers, insecticides and fungicides. A metal store sign "Authorized Dealer" is 15" x 12", silk screened in black and Day-Glo red on white baked enamel finish. Leaflets and stuffers are in two and three colors and offer wide variety. A 1-minute or 20-second radio announcement can

ACRES OF PROFITS in Lebanon FERTILIZERS

Increasing consumer demand for Lebanon fertilizers—resulting from superiority of product, national promotion, free dealer aids and 50% local advertising participation—guarantees you steady profits.

Lebanon's amazing new Uni-Form 10-6-4, containing 40% Urea-Form nitrogen, gives astounding results from one application, even on poorest of soils.

Uni-Form assures sturdier roots, hardier growth and thick, springy turf in the most difficult areas. It is granular, dust-free, 50% organic. Uni-Form will not burn when properly used . . . and one shot lasts all season.



THE GREATEST ADVANCEMENT
IN FERTILIZER
IN THE PAST 50 YEARS!

TURF-ORGANIC

All-Organic—100% Chicago Activated Sludge



Compared to other turf builders and soil conditioners, Turf-Organic is "turf-cheap"—affords almost unbelievable results in but one or two seasons.

- Gives superior turf at minimum cost.
- Granular, not powdered. Easy to apply.
- Can not burn. Needs no "watering in."
- Will not cake or crust. Use any time, any place.
- Proved on golf courses, parks, cemeteries and estates.

COW or SHEEP MANURE

Dehydrated, Sterilized, Weed-Free



Superior organic soil conditioners. Cow and Sheep Manures are 100% natural products—dependable, inexpensive and safe to use. Can not burn or scald delicate root fibers.

- All-organic. Long lasting benefits.
- Make clay soil friable. Hold moisture in sand or shale.
- Clean and easy to handle. No noxious weed seeds or straw.
- Economical to use generously.
- Ideal for turf, plants, shrubs and ornamentals.

DISTRIBUTORS AND DEALERS:
ASK ABOUT
LEBANON'S
BIG PROFIT
OPPORTUNITIES.

Lebanon



CHEMICAL CORPORATION
LEBANON, PA.

product plus newspaper mats and window streamers are also offered. A Dealer Aid Folder, 17" x 22", folding to approximately 8½" x 5½", two colors, two sides, describes all merchandising aids for the dealer's convenience and is available without cost. Lebanon also will pay 50 percent of newspaper and radio advertising expense upon presentation of invoice and proof of insertion and use. For more information—

Circle No. 828 on coupon, pg. 76

The Wood Shovel and Tool Co., Piqua, Ohio, offers to dealers a brochure and a proof sheet on advertising mats which are available free of charge. A self-mailer on the company's Jet-Lite line of shovels, spades and scoops can be used by the wholesaler and the dealer alike and is available in any quantity upon request. A floor type shovel rack which provides a great degree of flexibility inasmuch as it can be moved from one part of the store to another and which displays six or more shovels, spades and scoops is made available at a small extra cost. For more information—

Circle No. 829 on coupon, pg. 76

Camillus Cutlery Co., Camillus, N. Y., offers the following sales aids in connection with promotions of the Camillus and Camco pocket knife lines: In the Camillus line, a special display unit featuring 20 knives in a

special promotion (SP-56) is available free of charge when ordering the unit. Also available free of charge are window streamers in three colors, pennants in three colors, free newspaper mats, catalog sheets and special promotion tips.

For the Camco line, a new 1956 display case 56-12U is offered at no extra cost when ordering a half dozen each of the 12 top selling numbers. The case is a wooden cabinet with glass front for display of 12 knives. Storage space which can be locked is at the rear. Also available free of charge are window streamers and pennants on the Camco line. For more information—

Circle No. 830 on coupon, pg. 76

Geyer Manufacturing Co., Rock Falls, Ill., offers its dealers a selection of ad mats covering the most popular items in the Geyer Farm and Garden Tool line. An illustrated brochure for easy ordering is available on request. For more information—

Circle No. 831 on coupon, pg. 76

Lombard, 6 Main St., Ashland, Mass., in launching a chain saw sales promotion, is providing dealers with special promotional material featuring an "archeress" and the slogan "Lombard Hits the Bullseye." The complete Lombard line of chain saws is displayed in specially printed broadsides. Bright banners have been

designed to set off displays in either the dealer's window or at a booth at a state, county or local fair. A new Dealer Newsmat series and envelope stuffers for dealer use are also available. For more information—

Circle No. 832 on coupon, pg. 76

Ray-O-Lite Corp., 316 Peachtree St., N. E., Atlanta, Ga., makers of fibreglas awnings, aids dealers through a "flip chart" sales manual. The presentation is well illustrated and contains brief descriptive material. For more information—

Circle No. 833 on coupon, pg. 76

Langley Corp., 310 Euclid Ave., San Diego 14, Calif., offers its dealers seven newspaper ad mats of Langley spinning reels and Fisherman's De-Liars. Mat proofs are reproduced in a 4-page folder and are available at no charge in 1- and 2-column widths, ranging from five to 10 inches deep. For more information—

Circle No. 834 on coupon, pg. 76

Crescent Tool Co., Jamestown, N. Y., has available for dealers several floor and counter display stands. There are two counter display stands, one of which will accommodate any four and the other any six of the 16 different 12" x 24" tool panels now available. One of the floor stands will accommodate six and the other 12

FENCE FUNNIES



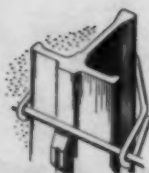
Ask your
jobber for
these
Bethlehem Steel
products



NAILS AND STAPLES



STEEL FENCE POSTS



BARBED WIRE



BALE TIES

of the same panels. A similar floor stand is available which will handle any six of nine 24" x 24" display panels. Both the counter and floor displays revolve freely on ball bearings to make it convenient for shoppers to rotate the displays. It is also possible to mount any of these displays on the wall or to stand them on special easels which will accommodate either single panels or two of them back to back. The boards also may be hung on peg boards. For more information—

Circle No. 835 on coupon, pg. 76

Reo Division, Motor Wheel Corp., Lansing 3, Mich., supplies its dealers with 4-color envelope stuffers, wall posters and ad mats at factory cost. Indoor sales and service signs, designed to stamp the store's name and its Reo dealership upon the mind of the public may be obtained for \$9.90 each. For more information—

Circle No. 836 on coupon, pg. 76

The Irwin Auger Bit Co., Wilmington, Ohio, offers to dealers free metal display merchandisers with the following assortments. No. D-13 contains free metal wall display and 13 bit assortment of Irwin 62T Bits, one of each size 4/16" through 16/16". No. 8830 contains free metal counter or wall display and assortment of 30 Irwin Speedbor "88" Wood Bits for electric drills. No. 430 contains free

metal wall display and assortment of 30 amber plastic handle screw drivers in most popular sizes. All displays are colorful and fit in a minimum of space. A booklet on the selection, use and care of bits, and a variety of envelope stuffers are also available. For more information—

Circle No. 837 on coupon, pg. 76

The Yale & Towne Manufacturing Co., Stamford, Conn., provides carded hardware as a dealer help in boosting sales. The company also advocates the use of mounted samples on display boards as a permanent merchandising idea. Package merchandisers are offered by the company for location in such strategic positions as next to the cash register, on the counter, in the window, or near tie-in merchandise. All merchandisers are in bright colors and polyethylene bags are used to package many of the products. For more information—

Circle No. 838 on coupon, pg. 76

Hanson Scale Co., 1777 Shermer Rd., Northbrook, Ill., offers its dealers two scale promoter display stands. Display # D-103 is a wooden stand free to any dealer who has Hanson scales, will hold seven sets, and is 18" wide by 14" deep. A new bath scale sampler of six scales, No. 3580, includes without charge a merchandiser which can be used on the counter, floor, or in windows. It

is finished with soft rose background and jade green trim. For more information—

Circle No. 839 on coupon, pg. 76

Columbian Rope Co., Auburn, N. Y., has available for dealers an assortment of window display materials including ship cutouts, samples of manila and sisal fibres, folders and pamphlets, and a red and blue dealer sign. Colorful sales promotional booklets are available on various company products. Currently offered also are two dispenser racks sold through wholesalers. The Columbian Rope Merchandiser requires only 22" by 12" of floor space and holds seven sizes of rope which can be cut to desired lengths. Another dispenser, the Colpack Rope Rack, holds four cartons of rope. Additionally, the company offers various counter display cartons and carded products, individually packaged such as starter ropes, jute, twine, mason's line and Christmas twine. For more information—

Circle No. 840 on coupon, pg. 76

The Ruberoid Co., 500 Fifth Ave., New York 36, New York, manufacturers of building products, offers a wide selection of envelope stuffers, window display material, counter displays, and special store displays in numerous sizes, colors, and materials. These include a 6-tier wire



Advertisements like the one reproduced above, appearing regularly in regional farm papers, are catching the attention of your prospects.



CLOTHES
LINE



AUTOMATIC
BALING WIRE



BOLTS



rack display for asbestos siding, rigid model boards, etc.; a two-piece metal entrance doorway sign; metal, flat wall sign; metal truck sign; a Day-Glo banner; and a color selector chart. Also included are a number of colorful counter displays on various products. For more information—
Circle No. 841 on coupon, pg. 76

Upson Brothers, Inc., 65 Broad St., Rochester 14, N. Y., offers a permanent, self-service display of all plastic construction at no extra cost for the TD-48 Hold-E-Zee screwdriver assortment. This Tenite display holds a stock of 48—17 types and sizes—one to six of a kind. Each driver is marked on the display for number and price for easy replacement when sold. For more information—
Circle No. 842 on coupon, pg. 76

Chas. O. Larson Co., P. O. Box 358, Sterling, Ill., manufacturers of wire goods, wire specialties and hardware construction sets for the do-it-yourself trade, has available for dealers envelope stuffers on Saw Horse Brackets and various construction sets, which may be obtained in moderate quantities without charge upon request. Counter models for three styles of Saw Horse Brackets and one style of Folding Leg Brackets are available without charge under certain conditions through wholesalers. For more information—
Circle No. 843 on coupon, pg. 76

Scott-Atwater Manufacturing Co., Inc., 2901 East Hennepin Ave., Minneapolis 13, Minn., in its "Advertising and Promotion Handbook for 1956" covers all of the sales promotion material available to Scott-Atwater dealers in 1956. This material includes free mats and ad builders; giant window streamers which feature the 1956 line; handout stuffers; line folder; color postcards; dealer decal; imprinted match books; service uniforms; and copy for radio commercials. An indoor sign, in three colors, plastic, 50" x 14", and illuminated by two fluorescent tubes, and an outdoor sign 72" x 36" illuminated by four fluorescent tubes are among the signs available. For more information—
Circle No. 844 on coupon, pg. 76

National Lock Co., Rockford, Ill., will supply single- and double-column newspaper mats without charge to customers featuring National Locksets, Cabinet Hardware, Furniture Trimmings, and Tutch Latch. Envelope enclosures describing the same products are also available. For Locksets, a counter sign is offered without charge. The Select-a-pak merchandising plan introduced as a sales aid features screws, stove bolts, and hardware products packed in small compact boxes which have clear acetate sliding covers. Counters and display boards which enable retailers to display a complete line of

hardware in a small compact space for the Wood Screw and the Stove Bolt assortments are given free. For more information—
Circle No. 845 on coupon, pg. 76

Atlas Asbestos Co., North Wales, Pa., wick manufacturers, furnish, through wholesalers, metal merchandisers and cardboard counter displays with the purchase of merchandise. Two displays are the metal merchandisers for Glaswik and Flamemaster which not only keep 100 foot rolls of these wick brands clean, fresh, and easy to cut, but remind customers to order wick. With the 5½' rolls of Glaswik, Flamemaster and Beswik, a counter display is furnished with every dozen individual boxes of a size—the individual boxes being packed one dozen to a counter display. For more information—
Circle No. 846 on coupon, pg. 76

McKinney Manufacturing Co., Pittsburgh 33, Pa., manufacturers of forged iron hardware, makes available to dealers special window displays promoting the company's line of products. Also offered are a number of colorful and informative envelope stuffers of interest to home-owners and prospective builders, and a booklet designed to help in the selection of hardware for the home. Dealers may obtain also a wide range of advertising mats. Currently available is an assortment of carded hardware complete with display rack. For more information—
Circle No. 847 on coupon, pg. 76

Midwest Tool and Cutlery Co., Inc., Sturgis, Mich., offers dealers a small wire display rack for merchandising its line of steel snips. The display, which takes up only one square foot of counter space can be displayed also in windows or can be hung on walls. The merchandiser contains a varied assortment of 12 snips with a retail value of \$23.85. The rack shows stock number and retail price and enables the dealer to see at a glance those items in short supply. The display rack is given free with purchase of the merchandise. Both are packed in one carton. For more information—
Circle No. 848 on coupon, pg. 76

Ocean City Manufacturing Co., "A" and Somerset Street, Philadelphia 34, Pa., is publishing a monthly newsletter for fishing tackle dealers. The publication is designed to give tackle dealers information so they can make more profit. For more information—
Circle No. 849 on coupon, pg. 76

The Patterson-Sargent Co., 1325 E. 28th St., Cleveland 14, Ohio, publishes a complete catalog of suggested dealer sales aids. These include radio commercials, window and outdoor

The *Sell-'em-All* Line for 1956

Portable grills from \$4.95 to \$300 Retail

NEW!

WIDE PRICE RANGE
 to let you sell every cook-out prospect!

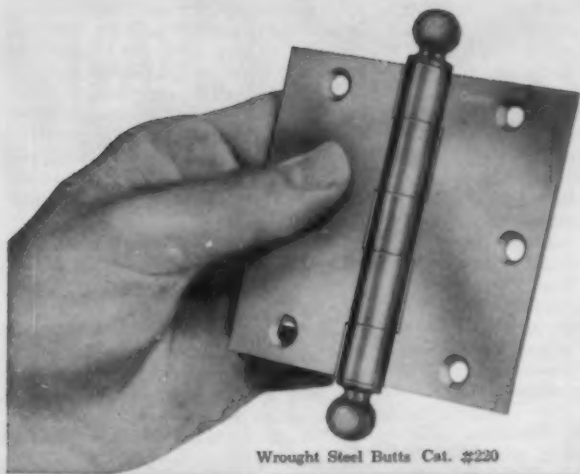
NEW!

GREAT SMOKY
 Smoke-cooking models

NEW!

SUPER-COMPLETE LINE—35 new, designer-styled exclusive models. Here are a few:





Wrought Steel Butts Cat. #220

all year 'round...
more and more dealers
are saying:



Builder's Special
Cat. #540

"Let's handle
GRIFFIN"[®]

a full line—**WROUGHT**



**STEEL BUTTS and
SHELF HARDWARE**

You'll find your fellow
dealers saying, "We like to
handle the Griffin line."

Buy in any selections you
want—in any item in shelf
hardware...mending plates,
flat corners, corner braces,
strap hinges and T hinges
(light or heavy), safety
hasps, shelf brackets, or
what have you.

"A good line of hinges to handle"... that's
the trade's way of saying, "We like to sell
Griffin products"... "Griffin gives good
service... they back up their product...
they never have and never will cut their
quality... our wholesaler-supplier likes
everything about the firm's policy... and,
our customers like the product."

Display them and you'll sell them—Griffin
Hinges... order by the carton... in any
selections your customers want.

NEW VISIPAKS — Order by
the carton of individual VisiPak
carded items.



GRIFFIN[®]

"since 1899"

MANUFACTURING CO. ERIE, PA.

signs, transfers for windows, fixture plans, suggestions for direct mail, give-aways, and window displays, and suggested copy for newspaper ads. For more information—

Circle No. 850 on coupon, pg. 76

O. F. Mossberg & Sons, Inc., P. O. Box 1302, New Haven 5, Conn., makes available to dealers a two-color window streamer promoting its line of guns, advertising mats, envelope stuffers, a sales manual, a colorful counter card, gun rack, and Guide Book to Rifle Marksmanship. In addition, the company offers dealers free electrotypes as well as radio and TV commercials. For more information—

Circle No. 851 on coupon, pg. 76

Champion DeArment Tool Co., Meadville, Pa., offers dealers a wide range of sales aids including imprint book matches, display boards and display rolls, newspaper mats, counter signs, decals, envelope stuffers, and counter costs for sales personnel. Display boards offered include No. 26 which is designed as a permanent display. The 26 different pliers on this board are securely fastened in place and are lacquered to make an attractive, long-lasting display. The board is ¾" plywood, measuring 24" x 30". Display boards 57, 75-A and 87, of the same size, are dispensing boards containing selected assortments or the

complete line of pliers which may be sold right from the boards. No charge is made for the boards when merchandise is purchased, boards remaining company property. Small 4½" pliers available in 5 different patterns are merchandised on 3-color display board and are also available in a velvet lined fitted case. Advertised as Channellocks "Little Champ" pliers. A counter promotion kit has been designed to contain 9 of the Heavy Duty Slip Joint pliers—four, 6"; three 8"; and two, 10" patterns. Each plier is individually cartoned and all 9 pliers are packaged in a blue and white on silver foil carton. For more information—

Circle No. 852 on coupon, pg. 76

Bolens Products Division, Port Washington, Wisconsin, currently offers for dealer promotional use material for a colorful window display, a mobile display showing company's complete line of outdoor power equipment, a three-color identification banner with hangers illustrating the four lines of power equipment and explanatory literature on all products. For more information—

Circle No. 853 on coupon, pg. 76

Chattanooga Royal Co., Chattanooga, Tenn., announces that it is backing its 1956 Royal Chef line of braziers and patio grills with an aggressive merchandising campaign. A

new, larger outdoor cook book, which is sold for 25 cents, will be supplied free as a giveaway for dealers in building store traffic. Radio and TV spots, a colorful consumer folder, newspaper mats, cuts of individual grills and point-of-purchase material will be available. All of these aids are being offered dealers free of charge or at cost. For more information—

Circle No. 854 on coupon, pg. 76

Wickwire Brothers, Inc., Cortland, N. Y., offers for dealer use a merchandising kit containing colorful posters and folders promoting the company's line of wire products. Extra posters for windows and folders for counter give-aways and envelope stuffers are available in addition to ad mats of company products. For more information—

Circle No. 855 on coupon, pg. 76

The Moto-Mower Co. of Richmond, Ind., offers to its dealers a new sales promotion book entitled "I'm Your Moto-Mower Sales and Advertising Guide." Through cartoon treatment this includes tips and suggestions on salesmanship, conducting demonstrations, and setting up window displays. It also describes the newspaper mats, TV film and radio commercials which are available without charge to the dealer. Additional dealer aids include colorful consumer folders, window streamers, catalog sheets, a national coupon inquiry service and a yellow page telephone directory trade mark heading. A tabloid newspaper for store and mail distribution "Lawn Secrets" is available at \$10 per thousand. Lawn care portfolios which include one tabloid, one set of catalog sheets, one consumer folder, one retail price list in a string-tied carton are offered at \$10 per hundred. For more information—

Circle No. 856 on coupon, pg. 76

Shopmaster, Inc., 1214 So. Third St., Minneapolis 15, Minn., offers its dealers the DK-55 Merchandiser which the company describes as a complete power tool department set up in a 3' x 5' floor area. Six of the fastest moving tools and 17 basic accessories for each tool are included. All tools are properly merchandised as displayed on a floor model steel stand with a peg board back for the display of accessories. The unit is finished in chartreuse and red and has an SM insignia fastened to the top of the display. Although designed primarily for power tools, its standard step up design allows merchandising of other items during off season months. For more information—

Circle No. 857 on coupon, pg. 76

Foley Manufacturing Co., 3300 5th St., N. E., Minneapolis 18, Minn., continues its 14-day Trial offer on 18" and 20" deluxe Foley mowers, as a promotional aid to dealers. A cus-

increase sales with

Tandrotine






TURPENTINE & ROSIN FACTORS, INC.
SAVANNAH, GEORGIA

Gal., Qts., Pts., ½ Pts.

Economical
Proven in use
High Flash Point
Slow Drying
Long Leveling
Pleasant Odor
Fast Turnover
Greater Markup

try **PAINE** perforated
HANGER IRON
"3/4 - 20"

100 ft.
coils



self-dispensing
carton

NO NEED TO "RUN OUT" ON THE JOB

Now you can have quality Paine Perforated Hanger Iron in 100 ft. coils — Marked every six inches for easy measuring — Packaged in durable corrugated carton which is self-dispensing.



Send for Complete Catalog

THE BEST CRAFTSMEN ALWAYS TAKE **PAINE'S**

THE PAINE COMPANY, 19 Westgate Road, Addison, Illinois

HEAVILY
GALVANIZED

UNIFORM
MESH

**STRONG
and
STRAIGHT**



Yes, Wright Hexagonal Netting is strong and straight. Made from wires drawn in the Wright plant and woven with great care on power looms. The result: even mesh and straight selvage. Brightly galvanized, Wright Hexagonal Netting, which is identified by the famous rooster trade mark, is the high standard of the industry.

E. L. Hornibrook Co.
Box 176, Avondale Estates, Ga.
Lawrence J. Baldwin & Son
304 Carondelet Bldg.
New Orleans 12, La.



Steel & Wire Co.

WORCESTER, MASSACHUSETTS

the **Tapatco** story

on better packaging

means greater profits for you

Almost every jobber and dealer knows the results of poor packaging — broken cartons, soiled merchandise, repacking and rehandling. It is a time-consuming, profit-eating nuisance. It is a problem you *never* have when you stock Tapatco.

Tapatco packaging is planned for your convenience — small units — properly assorted for easy, profitable handling and selling. Compare it with similar products . . . then order Tapatco from your jobber or write us.



#120 STAY-A-FLOAT

Individually packaged in attractive, reusable plastic bags. Won't soil — stays neat. This child's life vest contains Kapok sealed in Vinyl inserts. Sizes 2 to 15 years.



#468 NOMAD SLEEPING BAG

Individually boxed to keep rehandling to a minimum. Sturdy packages — easy to stock, handle and keep clean. The Nomad is Arnel-filled with plaid lining, full zipper and patented foot pocket space.

#215 WATER SKIPPER

Packed just six to a carton, there's no trouble stocking, handling and moving this item. It's one of the fastest selling products in the Tapatco line. Filled with prime Java Kapok sealed in Vinyl envelopes.



Tapatco

"You can't buy better
to save your life"

Write for free
literature.

Perfection in Protection . . . Tops in Profits

THE AMERICAN PAD & TEXTILE CO.

GREENFIELD, OHIO

Fairfield, Calif.

New Orleans, La.

In Canada: Tapatco, Ltd., Ayer's Cliff, Quebec.

tomer is allowed a 14-day trial on his lawn. If not satisfied, he may return the mower and get his money back. The dealer has nothing to lose as the company states that it will replace the used mower whenever requested. A window streamer and advertising mats also are available. In its advertising program, a two-column six-inch mat will be run free in any dealer's local paper if that dealer will purchase three deluxe model mowers (excluding Demonstrators and Scotsman models). In metropolitan areas the dealers will be listed, free, on a big dealer listing ad. Under the co-op ad plan, after the first ad is run free, the company will then cooperate on a 50-50 basis with dealers on their future Foley mower newspaper advertising when using its standard ad mats. For more information—

Circle No. 858 on coupon, pg. 76

The Shakespeare Co., Kalamazoo, Mich., is now providing, upon request, a tie-in news mat service for tackle dealers. The product ads in the mat service are miniature versions of larger national ads on brand name tackle items currently being featured in 1956 Shakespeare national advertising. Copy ideas and advertising art used in the national program have been adapted to these 1-column, 3- to 4-inch ad miniatures which can be used alone (with dealer store identification) or grouped with other items featured in the regular block-type newspaper store advertisement. The 3-page set of tie-in news mats is being offered without charge. For more information—

Circle No. 859 on coupon, pg. 76

True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio, has developed for its "Tool-Up-Time" program kits to aid dealers in their garden tool promotion. Various four-color store posters and banners, newspaper ad mats, catalogs, and radio and TV scripts are offered without charge to the dealer. A dealer mailing folder also is available. For more information—

Circle No. 860 on coupon, pg. 76

Cleveland Mills Co., Lawndale, N. C., offers a printed corrugated floor display rack for merchandising the complete line of Mike twine and cordage. Approximately 4' high, this stand has five shelves with dividers, making 10 display compartments. White on the outside with blue bins, the stand is printed in red and blue. For more information—

Circle No. 861 on coupon, pg. 76

John Sunshine Chemical Co., Inc., 600 W. Lake St., Chicago 6, Ill., offers its 12 2-oz. tubes of Pipe Joint Compound individually boxed and packed

in the former Display Box. Newspaper mats or electros are furnished free upon request. Electros or newspaper mats also are furnished free upon request for the Mitee Thread Cutting Oil which now features the new reversible spout as standard equipment. If a dealer has any stock of these cans without spouts, the company will send sufficient spouts without cost. A red "S" identifies those cartons containing cans with spouts. For more information—

Circle No. 862 on coupon, pg. 76

American Biltrite Rubber Co., 22 Willow St., Chelsea 50, Mass., provides dealers with a group of advertising mats for Biltrite Garden Hose and Sprinklers. The Biltrite 10-star Hose is packed with a special corrugated display carrier. Also available is a special three-piece display, specially eased to stand alone or mount on a three section pole which is also supplied, to serve on counters, in windows or mass display within the store. For more information—

Circle No. 863 on coupon, pg. 76

The Edwin H. Fittler Co., Philadelphia 24, Pa., offers several sales aids for dealer use in merchandising Fittler products. (1) A cardboard counter display containing 100 ft. connected coils of manila or sisal rope in sizes 1/4", 5/16", 3/8" and 1/2". (2) A lightweight wire rope rack for Fittler

EXTRA PROFITS\$ WITH THE NEW GEYER ROTARY! EDGER!



Model GE5 \$3.95 retail Model GE10 \$4.95 retail Model GE20 \$5.85 retail

Newest in the market, Geyer's Rotary Edger and Trimmer has the features to make it a best seller.

- SURE GRIP TIRE TREAD
- SELF-SHARPENING BLADE
- EXCLUSIVE SPRING TENSION
- MULTIPLE USES
- GUARANTEED DURABILITY
- COLORFUL FINISH

National advertising and selling aids are offered to assure you of extra profits with Geyer tools.

Write today

- for prices
- catalog pages
- advertising and selling aids

GEYER MANUFACTURING CO. ROCK FALLS, ILLINOIS

Have a Bushel of Fun... in the FLORIDA SUN!

Where Mrs. America and Her Family Vacation!

Enjoy your own ONE, two or three bedroom ground floor villa. Completely furnished for vacation living.

VILLAS \$59.50 per week family of four

650 VILLAS BY-THE-SEA Country Club
18-hole course
Pool-Tennis
Nursery
Playground



ELLINOR VILLAGE DAYTONA BEACH FLORIDA

Octagonal Boxed Rope that requires only 20" x 30" of floor space to display and dispense four sizes of rope. A small charge is made for this rope rack when ordered with 140 lbs. or more of rope. (3) A rope merchandiser that handles seven sizes of rope—displays, measures and cuts rope to desired length. A small charge is made for this merchandiser, shipped freight prepaid. (4) An attractive box containing Fittler Polyethylene Water Ski Tow Rope or Fittler Manila Water Ski Tow Rope. There are six boxes to a master shipping carton.

To all dealers handling Fittler Brand Manila Rope, Fittler will furnish a Blue and Yellow laminated metal sign for counter or wall use. For more information—

Circle No. 864 on coupon, pg. 76

Keuffel & Esser Co., Adams and Third Sts., Hoboken, N. J., offers a counter display containing the HF Assortment of Wyteface steel tapes. The display is compact and colorful and measures 17 inches wide by 7½ inches high. The assortment consists of eight tape rules in various lengths and one 50-foot tape. For more information—

Circle No. 865 on coupon, pg. 76

Propulsion Engine Corp., 311 Marion Ave., South Milwaukee, Wis., offers a number of dealer helps to cover its Mow-Master and Mowa-

matic power mowers. Display material includes a Jumbo size Product Identification Tag to hang on the mower handle. A Window Display Banner, 2-color, 17" x 30", features Mow-Master rotary mowers, and is designed for display window or wall use. Ad mats featuring Mow-Master rotary mowers and Mowamatic reel type power mowers and also Grind-A-Leaf pulverator attachment for Mow-Master rotary mowers, are available in one, two and three column sizes. For more information—

Circle No. 866 on coupon, pg. 76

Carolina Washboard Co., Raleigh, N. C., offers a colorful display carton which contains the following assortment of Carolina Fishing Floats: 4 doz. No. 000, \$.90 per doz.; 4 doz. No. 00, \$.90 per doz.; 2 doz. No. 0, \$1.20 per doz.; 2 doz. No. 1, \$1.20 per doz.; 2 doz. No. 2, \$1.20 per doz.; 1 doz. No. 3, \$1.50 per doz. — list price is \$16.00. For more information—

Circle No. 867 on coupon, pg. 76

Aladdin Laboratories, Inc., 620 So. 8th St., Minneapolis, Minn., encloses a dealer merchandising kit in each box of six JON-E Hand Warmers. Included is a cardboard counter display, a four-color folder stuffer, a window streamer and a dealer's return order post card for additional material. Four-color, self-adhering, clear acetate, 10" x 24" window post-

ers for glass doors, display windows and display cases are now available from the company, direct. For more information—

Circle No. 868 on coupon, pg. 76

Moe Light Division of Thomas Industries, Inc., Fort Atkinson, Wis., has available for dealers a number of ceiling, wall, and counter merchandising display deals, including a recessed box display unit. The lighting fixtures are displayed on peg board. On these deals all fixtures are individually packaged and are shipped directly to the dealer, master packed and equipped with mounting and wiring kits, plus complete display unit and merchandising sales helps; rail freight prepaid at Hopkinsville, Ky., on all fixtures and display units. Additional aids include free advertising mats, product shots of fixtures, a variety of full color catalogs, brochures, envelope stuffers, and promotional flyers. For more information—

Circle No. 869 on coupon, pg. 76

Adjustable Clamp Co., 437 N. Ashland Ave., Chicago 22, Ill., offers free electros and mats to interested dealers for its "Jorgensen" and "Pony" clamps ("C" Clamps, Clamp Fixtures, Bar Clamps, Handscrews, Press Screws, etc.). Also a wide variety of pages and stuffers for counter use, for "homecrafters," school shop teachers, welders, woodworkers, etc.,

PROVEN in SALES! PROVEN in USE!

Self-Chalking Chalk Line Box #125. Packaged in white cardboard carton, \$1.25 list.



STRAIT-LINE SELF CHALKING CHALK LINE BOXES



Rapid-Fill Chalk Line Box #190. Packaged in orange cardboard carton, \$1.50 list.

Both boxes contain 50 ft. of TOP QUALITY chalk line—will hold 100 ft.

Stock with assurance... they're PROVEN fast sellers. Handles fold flat, lock line at any desired length. All metal moving parts, simple and trouble-free. Fit the hand solidly and guaranteed against all defects.



Also specially prepared chalk available in four extra rich colors and 1 oz. to 30 lb. packages.

Chalk line with great tensile strength, durability and maximum snap-action... packaged in 30 and 100 ft. lengths.

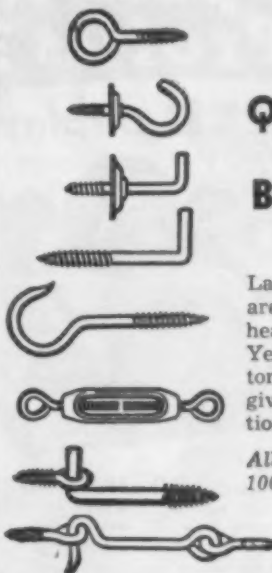
Dealers, for your jobber's name and descriptive literature, write:

STRAIT-LINE PRODUCTS, INC.
P.O. Box 577, Costa Mesa, Calif.

THE

Larson

QUALITY LINE of BRIGHT WIRE GOODS



Larson Bright Wire Goods are packaged in extra heavy tan kraft boxes. Yellow labels with half tone illustrations are used giving complete information.

All Larson products are 100% sorted and inspected.

Larson's Bright Wire Goods fit the need of every consumer.

See Your Jobber or Write to

CHAS. O. LARSON CO.
STERLING • ILLINOIS

are available. For more information—
Circle No. 870 on coupon, pg. 76

Alan Wood Steel Co., Conshohocken, Pa., has available copies of its A. W. Cut Nail descriptive leaflet. The leaflets can be supplied imprinted with the dealer's name, address and telephone number for use as envelope stuffers. For more information—

Circle No. 871 on coupon, pg. 76

W. L. Jackson Manufacturing Co., Inc., 1216-1226 E. 40th St., Chattanooga, Tenn., offers to dealers four envelope stuffers featuring gas and electric water heaters and electric floor furnaces. A fifth is soon to be added, featuring glass-lined water heaters. Advertising mats are also available. For more information—

Circle No. 872 on coupon, pg. 76

Southern Screw Co., Statesville, N. C., offers without charge to dealers a Dealer Chart, giving complete information on wood screws and stove bolts. The chart is of heavy cardboard, punched for hanging and covers information on wood screws as follows: list price per gross for slotted steel and brass; net price per gross figured on the basis of various discounts; how to determine size, length and head style; pilot and shank clearance hole recommendations chart; and

shipping weights. Stove bolt information included is as follows: list price per gross; net price per gross figured on the basis of various discounts; and shipping weights. For more information—

Circle No. 873 on coupon, pg. 76

Nixdorff-Krein Manufacturing Co., 916 Howard St., St. Louis 6, Ill., announces the Merchandiser Display Rack which holds eight of the company's fastest selling types and sizes of chain with a built-in chain cutter. The reels have square holes to prevent chain from running out on the floor. The display has a spare rack for extra stock and has a tubular steel frame with no sharp edges. For more information—

Circle No. 874 on coupon, pg. 76

Utica-Duxbak Corp., Utica 4, N. Y., has available for dealers a complete mat service covering the company's line of sportsmen's clothing. Offered also is colorful corrugated display material for window backgrounds or for use on TV programs. Other sales aids include window streamers, counter cards, and literature for mailing. For more information—

Circle No. 875 on coupon, pg. 76

Libbey - Owens - Ford Glass Co., 608 Madison Ave., Toledo 3, Ohio, has available for dealers a catalog show-

ing a complete range of sales aids. These include envelope stuffers and self-mailers, ad mats and radio commercials, product literature, window streamers and counter cards. For more information—

Circle No. 876 on coupon, pg. 76

The Weber Lifelike Fly Co., Stevens Point, Wis., offers a new three-tier revolving rack which is said to occupy less than one square foot of counter space and is 33½ inches high. Over 200 standard Weber assortments of lures and other tackle items on wide or narrow panels will fit this unit. In addition to the three-tier unit, individual units are also available. A free Revolving Rack is offered for spools of "Tynex" spinning line and a number of display boards, boxes and racks are available. For more information—

Circle No. 877 on coupon, pg. 76

Revere Copper and Brass, Inc., Box 111, Rome, N. Y., has a wide assortment of dealer sales aids available for use in promoting Revere Ware utensils. These include a large Revere Ware trade mark plaque, envelope stuffers, advertising mat service and cooperative newspaper advertising program. They also have a new electric flasher display unit available at a modest cost. For more information—

Circle No. 878 on coupon, pg. 76

WHY pass up Wheel Profits?

**This ALLIED Display
MAKES MONEY
For YOU!**

THOUSANDS
OF USES For HOME
CRAFTSMEN—HOBBY
And "DO-IT-YOURSELF"
ENTHUSIASTS!

And—for replacement
of worn wheels on all
sorts of rolling products.
A truly BIG market!



**ALLIED WHEEL
ASSORTMENT No. 100 INCLUDES:
26 WHEELS**

Two each of 13 proven, fast selling
sizes: 5" to 12" dia. ½" axle bore.

6—AXLE BUSHINGS—to reduce axle bore to ⅜" dia.

6—AXLE BUSHINGS—to reduce axle bore to ⅝" dia.

1—WHEEL DISPLAY—Complete as shown above in
attractive colors. Size: 27" x 19½" x 13".



Cash In—The ALLIED No. 100 Assortment is
designed to attract the impulse buyer! Your
inventory turnover will be pleasing!

ALLIED WHEEL PRODUCTS, Inc.
Write Dept. S • 27 Broadway • Toledo 4, Ohio

Carolina

TOP QUALITY

Cork Fishing Floats

FOR

All Fresh Water Fishing

NON-RESISTANT
TANGLE-PROOF



6
Sizes

Precision made from select cork



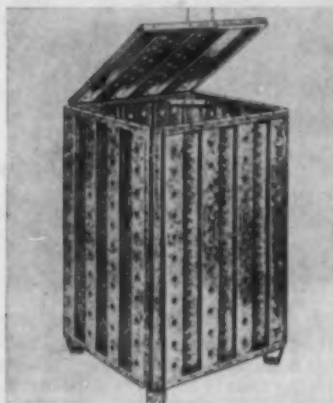
Ask your Sporting Goods Jobber for this fast
selling line of floats



**For more information on these new products
use the return free post card on page 76**

Square Trash Burner

A square trash burner is now being manufactured by Geuder, Paeschke & Frey Co., Milwaukee, Wis. Called the Cream City Square Trash Burner, its big square opening is designed for handling and burning whole cardboard cartons.



The Cream City Square Trash Burner has a 52-gallon (5½-bushel) capacity. It is made of heavy gauge galvanized steel and is said to be strongly reinforced and corrugated. The U-shaped legs have flat bottoms to prevent the burner from sinking into the ground, and the bottom is removable for easier cleaning. Ventilation is provided through 453 perforated draft holes. Burning is fast and complete, with very little smoke and no flying ashes, the manufacturers state. For more information—

Circle No. 221 on coupon, pg. 76

Aluminum Grass-Stop

A new rust-proof aluminum grass-stop is introduced by Nichols Wire & Aluminum Co., Davenport, Iowa.

The Nichols grass-stop, which comes in 40-foot continuous rolls, is buried in the ground at the edges of a lawn with its top flush with the sur-



face. The part below the ground is said to halt permanently the spreading of grass roots.

Grass barrier made of aluminum cannot rust, is easier to form into curved shapes, and is harmless to lawn mower blades should the edge of the grass-stop be exposed accidentally above ground surface, the manufacturers state. No jointing or clip-attaching is required for the new type of barrier. For more information—

Circle No. 222 on coupon, pg. 76

Dial Calibrated Level

A dial calibrated Devil Level which operates on a semi-floating needle principle and is calibrated in degrees to measure degrees off level or plumb is announced by the Pickett Products, Inc., 1111 South Fremont Ave., Alhambra, Calif.



The level measures verticals, horizontals, all angles, slopes and pitches and may be mounted and used as a precision surveying instrument. The reverse side measures inch rise per foot. It is guaranteed shock-proof, the manufacturers state, and accuracy is not affected to minus 60 degrees F.

Packed six in a counter display box, the level lists for \$2.00 each. Free literature is available. For more information—

Circle No. 223 on coupon, pg. 76

Patio Tray

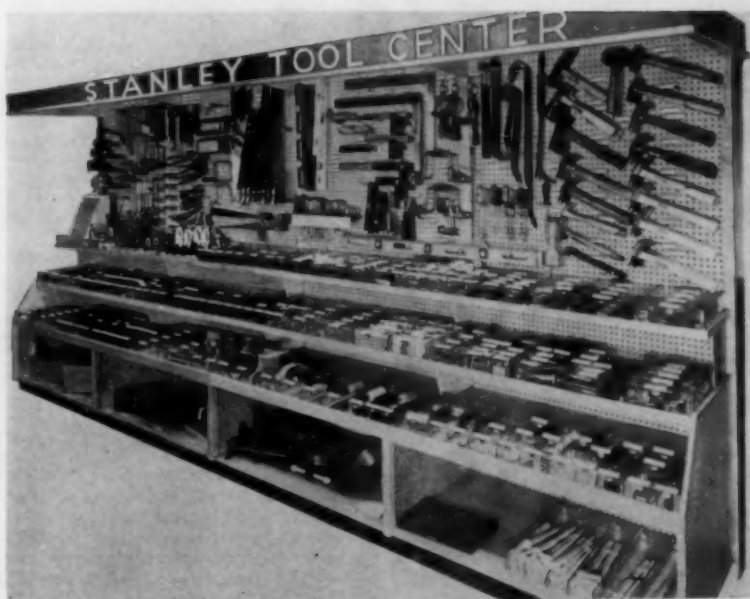
Pretty Products, Inc., Rubberware Park, Coshocton, Ohio, introduces a new indoors-outdoors Patio Tray. The tray is an all-rubber construction with wrought-iron legs, and is designed for use as a planter, a work basket, beverage cooler, or for snacks.



It will not rust, color fade, or lose its shape, according to the manufacturers.

The tray is available in the following colors: red, yellow, white, pink, turquoise, or light green. Individually cartoned with a weight of 6½ pounds, the tray carries a suggested retail price of \$4.95. For more information—

Circle No. 224 on coupon, pg. 76



The Stanley Profitool kit contains plans for building this 16-foot wall display. The cost of the unit will be approximately \$25 per lineal foot

Stanley Works Develops New Hand Tool Merchandising Plan

A merchandising program designed to help the nation's independent hardware retailer organize and maintain a complete hand tool department has been developed by The Stanley Works, New Britain, Conn.

Named "Profitool," the new program furnishes dealers with a basic stock list of tools. In addition, the dealer receives a blueprint for a modern tool department fixture, price tickets, gummed stickers for price changes, a stock control plan and a merchandising manual. By following this manual, "How to Install Profitool in Your Own Store," any dealer can set up the entire program himself. In several stores in which the tool sales program has been field tested, it has helped double tool sales.

Display Important

In describing the new plan, C. Kenneth Freedell, general sales manager, explained that studies indicated that one reason for the decline in hardware store sales of hand tools is that the "mass distributors" have done a more effective job of displaying and keeping in stock the tools most frequently wanted by customers.

Since few independent dealers have the mass of detailed merchandising information available to the chains the Profitool program is designed to take up that slack by providing dealers with the same type of effective merchandising information available to the chains.

The program was worked out by the company's Commercial Research Department along with Cosgrove & Associates, hardware distribution consultants.

The heart of the program is the basic stock guide, listing 531 tools. It tells the dealer what tools should be considered, then makes it possible for him to decide what tools are best suited to his store. The guide lists about 25 percent of the different kinds and sizes of hand tools which generally represent 80 percent of a store's hand tool volume.

The importance of the stock list became apparent in the company's research. Stanley found that a typical dealer does not stock 36 percent of the basic items most wanted; he stocks 170 non-basic, slow-moving items, and he fails to have on display 27 percent of the basic items most wanted.

The program includes for the dealer detailed construction plans for building a modern fixture, and instructions are supplied for the dealer who wishes to adapt or modify an older unit. Tissue overlays for easy layout of back panels and bins are provided.

The merchandise manual takes up the stocking and displaying of the fixture and tells how to dispose of surplus and obsolete merchandise.

The basic stock list covers all hand tools and is not limited to Stanley products. In fact less than half the

tools included in the basic stock list are manufactured by Stanley.

Profitool kits will be available from wholesalers.

Circle No. 225 on coupon, pg. 76

Float Bin

A new 5-Way Fishing Float product is introduced by Ideal Fishing Float Co., Richmond, Va., and is contained in a new counter display designed by Hinde & Dauch, Sandusky, Ohio.

Printed in red and green on white board, the box emphasizes bin-style mass display of the floats. The lid of the box, die-cut to fold back and lock, forms a sturdy riser and rear support which tilts the box forward to give greater visibility to its contents. Copy space on the riser is used to illustrate the five ways the floats can be used. Dividers form interior cells, separating the floats by size, and permit space for price circles for each size float.



Top of the box is die-cut so that one float is displayed on a string, showing how the float is actually used for fishing, the manufacturers point out. The box is a self-shipper type. For more information—

Circle No. 226 on coupon, pg. 76

Fluorescent Fixtures

The Moe Light Division of Thomas Industries, Inc., Louisville, Ky., announces the availability of the new Trigger-Start Fluorescent Bathroom Brackets. The 14- and 15-watt Trigger-Start Fluorescent Bathroom Brackets are equipped with General Electric's new Trigger-Start Ballast.

Both the M-358 15-watt and the M-348 14-watt Trigger-Start Fluorescents have canopy switches, run on 60-cycle A.C. current, and can be wired to a wall switch if desired. The M-359 and M-349, which are respectively the same as the M-358 and the M-348, are equipped with a convenience outlet. All metal parts are triple chromium-plated. For more information—

Circle No. 227 on coupon, pg. 76

GIVE YOUR CUSTOMERS WHAT THEY ASK FOR— IT'S BAD BUSINESS TO SUBSTITUTE

Name-Brand Merchandise means satisfaction to your customers, and money to you. Well-known, advertised brands pre-sell your customers before they set foot in your store.

The reputation of these brands assures quality—means fewer adjustments, markdowns, or complaints. And, of course, products so well known and trusted move faster, turn over and over to increase your profits.

That's why you make your business stronger when you keep the force of famous brand names behind your selling. Let your customers know they can get from you the brands they know and want. Why be content—or expect them to be content—with anything less?

*The prestige and reputation of these makers' brands
guarantee high standards of quality!*

Brand Names Foundation

INCORPORATED

A non-profit educational
foundation

37 WEST 57 STREET
NEW YORK 19, N. Y.

BRAND NEW STREAMLINED DESIGNS

NEW

Noble

SPORTING ARMS

AMERICA'S FINEST GUN VALUES!

PRICED LOWER TO SELL FASTER

All great guns, perfectly balanced and beautifully designed by master gun engineers. Many features found only in more expensive firearms.

MODEL 60—SLIDE ACTION REPEATING SHOT-GUN. New streamlined appearance. Available 12 or 16 ga. Equipped with Master Choke and Recoil Pad. MODEL 65—with plain barrel, full or modified choke, no pad.

MODEL 235—SLIDE ACTION REPEATING RIFLE.

Popular Noble .22 cal., now all new in design. Light, streamlined, dependable and accurate. Functions smoothly in field and on range.

MODEL 10—SINGLE SHOT BOLT ACTION RIFLE.

A newly designed, accurate and safe rifle for field, farm and fun. Shoots .22 cal. short, long, or long rifle rim fire cartridges.

NOBLE

MANUFACTURING CO., INC.
Haydenville, Mass.



FOR EASY PROFIT,
DISPLAY AND SELL...

TURNBUCKLES Perforated Board Fixtures

AND COMPLETE LINE OF
TURNBUCKLES PRODUCTS



*Turnbuckles,
Inc.*

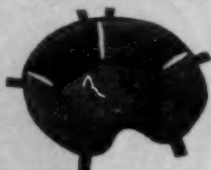
BOX 333, MICHIGAN CITY, INDIANA
FACTORY: GRAND BEACH, MICHIGAN
"One good turn (buckle) deserves another"

Tapatco TRADE MARK REGISTERED U.S. PAT. OFF. HORSE COLLAR PADS



For every work horse and mule.
"The pad with the rust-proof
red hooks"

Tapatco TRADE MARK REGISTERED U.S. PAT. OFF. TRACTOR SEAT CUSHIONS



For every tractor and farm
implement seat.

See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio

MAKERS OF FAMOUS TAPATCO
HORSE COLLAR PADS SINCE 1881

Mirro Drink Mixers

Colored Mirro aluminum drink mixers are announced by Aluminum Goods Manufacturing Co., Manitowoc, Wis. The cover and cap of each mixer are removable for cleaning.



These mixers come in three color combinations with the color fused into the aluminum to eliminate chipping or peeling. One is in suede-tone gold alumilite; one has a burgundy body and cap and a silver cover; and the third has a gold cap, black cover and silver body.

The mixer, No. 2074KM, has a capacity of one quart and is priced at \$2.95. For more information—

Circle No. 228 on coupon, pg. 76

Nylon Braided Line

King Cotton 100 percent Nylon Braided Line is now available on 250-foot boards through John H. Graham & Co., Inc., 105 Duane St., New York 8, N. Y. Line sizes available on this put-up are numbers 15, 19, 21 and 24.



Each board is colorfully labeled and cellophane wrapped, and the package is suitable for counter or bin display. For more information—

Circle No. 229 on coupon, pg. 76

Hanging Feeder

A new galvanized 20-pound hanging feeder for broilers and laying flocks with high or low pan has been added to the poultry line of the James Manufacturing Co., Fort Atkinson, Wis. In addition to handling mash, granular feeds, pellets, etc., it is used for medicinal and corrective dry rations.

A practical feature is that older feed is fed out first, and in addition,



the galvanized hopper protects feed from the sun's rays and from the air.

The new feeder is available with high or low pan. The feed-saving grille is standard equipment with the low pan, optional with the high pan. Both pans have a specially formed cone bottom for directing feed into eating area and to prevent bridging. Pan rims are rolled for extra sturdiness.

The hopper is nine inches in diameter, 14 inches high, made of quality galvanized steel. Channel braces at top and bottom add to its rigidity and serve as guides for the 5/16-inch supporting rod bolted to the top of the cone. A spring thumb clip permits up-and-down feed flow adjustment. The low pan is two inches deep, 15 inches in diameter; high pan is four inches deep, 17 inches in diameter. For more information—

Circle No. 230 on coupon, pg. 76

Jon-E Warmers

A built-in wick at the side of the burner is a new feature added to the Jon-E Warmers this year by Aladdin Laboratories, Inc., Minneapolis, Minn. After properly filling the warmer with fluid, the wick is ignited and allowed to burn for about 30 seconds before the flame is blown out. The Jon-E will be heating perfectly, according to the manufacturers. For more information—

Circle No. 231 on coupon, pg. 76



More profit on HOUSEWARES

with these
high-quality
fast-selling
BRUSHES



Put this good-looking display of *quality* household brushes in a good traffic spot and watch your brush sales climb. Profits, too — not just 33 1/3%, but a full 37 1/2% — for you.



colorful merchandise...
appealingly displayed

Kellogg Brushes

famous name... famous brand

KELLOGG BRUSH MFG. CO.
Westfield, Mass.

YOUR PERSONAL NEEDS . . .

. . . for information about the hardware business are met every month in the year in the pages of SOUTHERN HARDWARE.

For more than 34 years SOUTHERN HARDWARE has been a guide and friend to hardware men "down South". The magazine has been built on a program of service to readers that covers:

Window Display, Counter Display, Store Modernization, Customer Relations, Sales Promotion and Advertising, Inventory Control, Employee Relations, Service Departments, Credit Control, Accounting Procedures, Association Activities.

Plus, local news about friendly people and their activities in the Southern hardware trade . . . a feature that no other magazine has developed so fully. Each of these subjects is given special attention in its relation to the special needs and problems of Southern hardware men.

If you are not already a subscriber, send in your \$1.00 today for a yearly subscription or \$2.00 for three years.

SOUTHERN HARDWARE

806 Peachtree St., N.E.

Atlanta 5, Georgia

W. R. C. Smith Publishing Co.

Department SH-56

806 Peachtree St., N. E.

Atlanta 5, Georgia

☐ New

☐ Renewal

Please enter my subscription to SOUTHERN HARDWARE for 3 years.

Name

P. O. Box or
Street and No.

City State

Firm Position

☐ Enclosed find \$2.00

☐ Send bill for \$2.00

Strataflo FOOT AND CHECK VALVES

silicone treated
RUBBER POPPET

*Can't Stick
or
Leak!*

Clog-proof
Strainer

Strataflo Foot and Check Valves end leakage troubles, save wear and tear on pump, save their cost in service calls. Ideal for jet-type pumps. Write for Bulletin 203.

Order from your jobber

STRATAFLO PRODUCTS, INC.
Fort Wayne 1, Indiana

contractor
or "do it
yourself" . . .

*the right
"combination"
for sure
sales*



Combination Caulking Cartridges

Fits Every Type of Caulking Gun

Hole-in-top for metal nozzle guns,
or insert the plastic nozzle
supplied for drop-in guns.

Cartridge Will Not Break or Dent

Calbar Cartridge is resilient . . .
will not break, dent or burst.
Eliminates costly spoilage.

Filled With Nation's Quality Caulk

More than 35 years have gone into
the perfection of super-elastic
Calbar Caulk. ALL colors!

Spouted Cartridges, Bulk
Containers & Guns also
available. Ask your jobber.

CALBAR PAINT & VARNISH CO.

Manufacturers of Technical Products

2612-26 N. Martha St. • Philadelphia 25, Pa.

Over 35 Years as the Nation's Leading Caulk Line

Grills and Accessories

The complete revised line of Duncan Hines charcoal grills for 1956 is introduced by Hemp and Co., Inc., of Macomb, Ill.

The same features present in the first line of both oblong and round grills brought out by the company in 1954, plus new construction improvements incorporated in the '56 line, include: heavy-gauge cold rolled steel construction; fire bowls with heat and rust-resistant gun metal grey finish; solid bottom fire bowls to eliminate dropping coals and grease; and chrome plated, spatula-flat and rod-type grids.



In addition, a free Duncan Hines barbecue cook book is packed with each grill.

Duncan Hines grill accessories have been added this year. These accessories, available separately, consist of a combination hood and warmer of heavy-gauge construction with heat resistant finish (shown), a smoker hood complete with thermometer, adjustable vent and convenient handles, a spit with brackets which fit both round and rectangular grills, and a battery operated roto spit to assure complete, balanced heat. For more information—

Circle No. 232 on coupon, pg. 76

Spinning Reels

Two new spinning reels are announced by Zebco Co., 1131 East Easton St., Tulsa, Okla. One is the new Heavy Duty Spinner, Model 55, specially designed for big lake and salt water fishing. The other is Model 44, a spinner balanced especially for straight-handle spinning rods.

Model 55 has a thumb control, said to eliminate the need for touching



the line. Equipped with 200 yards of 12-pound test line, the new reel features anti-reverse-Star drag, with stainless steel and non-corrosive materials throughout. Retail price for Model 55 is \$24.95.

The new Zebco Model 44 Spinner is designed for mounting on the underside of straight-handle spinning rods. A trigger operated by the index finger of the right hand provides line control. Retailing for \$19.50, the Model 44 provides anti-reverse-Star drag, rapid retrieve, and left-hand crank. Incorporating standard features of the other Zebco casting and spinning reels, it is guaranteed not to backlash. For more information—

Circle No. 233 on coupon, pg. 76

Professional Versamatic

The Supreme Versamatic Reversible Screw Driver and Speed Reducer for power drills is now available to industrial buyers in a new professional model, No. 4000-P, Supreme Products, Inc., 2222 So. Calumet Ave., Chicago, Ill., announces.

According to the manufacturers, Versamatic attaches to any power drill; reduces speed 7 to 1 by means



of a planetary gear system; by one twist it will run in reverse at a 6 to 1 reduction. In the forward driving motion there is a 7-time increase in torque; in reverse, there is a 6-time increase.

Versamatic is designed to be connected directly to the spindle of any portable drill, or may, with adapter furnished, be attached directly into the drill chuck.

The Professional Versamatic is packaged in a heavy-duty, metal-edged box and comes complete with 14 accessory parts. There are three sizes of screw driver bits, three Phillips type bits, a finder bit, two adapters for socket sets, plus all necessary servicing tools. The Professional Versamatic is designed with a Yankee-style bit clip, and replacement bits are available from any distributor. A comprehensive 16-page instruction manual is included. Price of the complete set is \$24.95. For more information—

Circle No. 234 on coupon, pg. 76

Dual-Range Wire Cutter

A dual-range utility cutter has been developed by Champion DeArment Tool Co., Meadville, Pa. The cutter has two jaw-capacity ranges. The narrower range gives powerful cutting action on wire, steel strapping, soft bolts to 1/4-inch in thread, and soft steel rods to 7/32-inch diameter.



By moving two bolts, the jaw capacity is increased to accommodate larger material such as lead battery posts and straps, insulated electric wire to 3/8-inch diameter, and copper wire to 1/2-inch diameter.

The dual-range cutter, called the No. 99 Utility Cutter, is drop-forged from high grade, special analysis steel with induction-hardened cutting edges. It is a diagonal cutter; over-all length is 16 1/2 inches and weight is three pounds. Catalog and price information are available. For more information—

Circle No. 235 on coupon, pg. 76



MARSHALLTOWN TROWELS

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



Power Saws

A new line of 6-, 7-, and 8-inch portable power saws is announced by Stanley Electric Tools, New Britain, Conn. Special features include a new "free-start" blade guard; the "Motor-Saver" drive—the Stanley patented blade mounting; a two-position handle, for vertical or horizontal cuts; anti-friction bearings throughout lubricated and sealed for life; helical gears, heat-treated and made of alloy steel.



A new instruction book complete with illustrations and parts list is packed with each saw.

To introduce its line, Stanley offers one each of the three saws at new low prices. A tri-saw display package includes a \$20 three-color wood and wrought iron display free of charge, and dealer helps—a Day-Glo window sign, two-color featurama folders, individual pages on each saw feature, catalog pages and newspaper mats. Saws are priced as follows: 6-inch, \$59.95; 7-inch, \$69.95; and 8-inch, \$79.95.

If individual saws are ordered, a free cardboard display in color is packed with each. Saws are also offered in list form. Each kit consists of carrying case with saw, ripping guide and extra blade. For more information—

Circle No. 236 on coupon, pg. 76

Lure Assortment

The South Bend Spinning Lure Assortment, contained in a plastic shirt-pocket size case, is offered by South Bend Tackle Co., Inc., 1108 South High St., South Bend 23, Ind.

Designed to hold a dozen lures, the case is ivory and has an automatic snap lock. A piece of air foam plastic is mounted on the inside of the lid to protect the lures and the bottom of the inside is lined with cork to absorb moisture. A 12-section divider holds the lures in place.

The assortment contains six spinning lures. Three sizes of the Super-Duper family and three Flipits, a newcomer to the company's line of lures. The lures range in weight from



1/10 to 1/4-ounces and are in a variety of finishes. The pocket kit lists for \$6.75. For more information—
Circle No. 237 on coupon, pg. 76

Picnic Jugs

A new line of American Beauty Picnic Jugs is introduced by the W. W. Faris Manufacturing Co., 2101 South Hanley Rd., St. Louis 17, Mo.

The jugs may be taken apart for cleaning and drying of insulation. Nylon is used for the spigot or spouts. The American Beauties are torch red and snow shoe white baked enamel with a polished aluminum clamp ring. The large drinking cup is polished also and each jug is insulated with two thicknesses of fiber glass.

Priced from \$4.50 to \$6.95 retail, the American Beauty is available in three models with spout, with spigot and plain. For more information—

Circle No. 238 on coupon, pg. 76

Folding "Handy Horse"

A 30-inch size folding metal "Handy Horse" is introduced by Federal Hardware Products, Inc., Minneapolis, Minn. The new version is table height and augments the present 24-inch model now being sold.

The horses are designed to hold weights up to 500 pounds and are designed for home and professional use. For more information—

Circle No. 239 on coupon, pg. 76



WATERFEED

Water soluble cartridge type fertilizer. 2 formulas, 15-5-5 and 15-40-10. No lawn burn. Box of 20 cartridges \$1.00.



WATERSPIKE

Amazing model 553—2 way watering device. Waters overhead or flip valve for sub-surface irrigation directly to roots. \$4.90 ea.



WATERFEEDER

Model 954. Applicator for cartridge type fertilizers. Attaches easily to faucet or hose. Use any watering device. Fertilize while you water. \$1.99.



SQUARESPRAY

Famous model 433. It gets the corners. Hookup in tandem or use to fertilize while you water. \$2.95.



PROEN PRODUCTS CO.

914 E. GRAYSON • BERKELEY 10 • CALIFORNIA

NEW 100% NYLON MASON'S LINE (BRAIDED or TWISTED)



A new item. Now used by masons, carpenters and professional mechanics . . . increasingly popular with home craftsmen, sportsmen and hobbyists. 100 ft. spools are packaged in this special display package. Wide variety of other put-ups.

Order from your jobber.

King Cotton CORDAGE

JOHN H. GRAHAM & CO. INC.
105 DUANE STREET, NEW YORK 8, N. Y.

Grills and Accessories

The complete revised line of Duncan Hines charcoal grills for 1956 is introduced by Hemp and Co., Inc., of Macomb, Ill.

The same features present in the first line of both oblong and round grills brought out by the company in 1954, plus new construction improvements incorporated in the '56 line, include: heavy-gauge cold rolled steel construction; fire bowls with heat and rust-resistant gun metal grey finish; solid bottom fire bowls to eliminate dropping coals and grease; and chrome plated, spatula-flat and rod-type grids.



In addition, a free Duncan Hines barbecue cook book is packed with each grill.

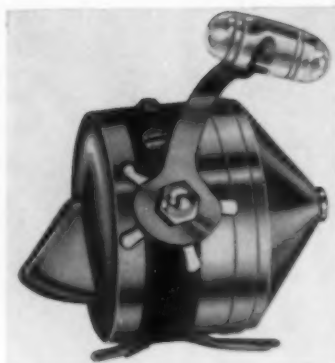
Duncan Hines grill accessories have been added this year. These accessories, available separately, consist of a combination hood and warmer of heavy-gauge construction with heat resistant finish (shown), a smoker hood complete with thermometer, adjustable vent and convenient handles, a spit with brackets which fit both round and rectangular grills, and a battery operated roto spit to assure complete, balanced heat. For more information—

Circle No. 232 on coupon, pg. 76

Spinning Reels

Two new spinning reels are announced by Zebco Co., 1131 East Easton St., Tulsa, Okla. One is the new Heavy Duty Spinner, Model 55, specially designed for big lake and salt water fishing. The other is Model 44, a spinner balanced especially for straight-handle spinning rods.

Model 55 has a thumb control, said to eliminate the need for touching



the line. Equipped with 200 yards of 12-pound test line, the new reel features anti-reverse-Star drag, with stainless steel and non-corrosive materials throughout. Retail price for Model 55 is \$24.95.

The new Zebco Model 44 Spinner is designed for mounting on the underside of straight-handle spinning rods. A trigger operated by the index finger of the right hand provides line control. Retailing for \$19.50, the Model 44 provides anti-reverse-Star drag, rapid retrieve, and left-hand crank. Incorporating standard features of the other Zebco casting and spinning reels, it is guaranteed not to backlash. For more information—

Circle No. 233 on coupon, pg. 76

Professional Versamatic

The Supreme Versamatic Reversible Screw Driver and Speed Reducer for power drills is now available to industrial buyers in a new professional model, No. 4000-P, Supreme Products, Inc., 2222 So. Calumet Ave., Chicago, Ill., announces.

According to the manufacturers, Versamatic attaches to any power drill; reduces speed 7 to 1 by means



of a planetary gear system; by one twist it will run in reverse at a 6 to 1 reduction. In the forward driving motion there is a 7-time increase in torque; in reverse, there is a 6-time increase.

Versamatic is designed to be connected directly to the spindle of any portable drill, or may, with adapter furnished, be attached directly into the drill chuck.

The Professional Versamatic is packaged in a heavy-duty, metal-edged box and comes complete with 14 accessory parts. There are three sizes of screw driver bits, three Phillips type bits, a finder bit, two adapters for socket sets, plus all necessary servicing tools. The Professional Versamatic is designed with a Yankee-style bit clip, and replacement bits are available from any distributor. A comprehensive 16-page instruction manual is included. Price of the complete set is \$24.95. For more information—

Circle No. 234 on coupon, pg. 76

Dual-Range Wire Cutter

A dual-range utility cutter has been developed by Champion DeArment Tool Co., Meadville, Pa. The cutter has two jaw-capacity ranges. The narrower range gives powerful cutting action on wire, steel strapping, soft bolts to 1/4-inch in thread, and soft steel rods to 7/32-inch diameter.



By moving two bolts, the jaw capacity is increased to accommodate larger material such as lead battery posts and straps, insulated electric wire to 3/8-inch diameter, and copper wire to 5/8-inch diameter.

The dual-range cutter, called the No. 99 Utility Cutter, is drop-forged from high grade, special analysis steel with induction-hardened cutting edges. It is a diagonal cutter; over-all length is 16 1/2 inches and weight is three pounds. Catalog and price information are available. For more information—

Circle No. 235 on coupon, pg. 76



MARSHALLTOWN TROWELS

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



Power Saws

A new line of 6-, 7-, and 8-inch portable power saws is announced by Stanley Electric Tools, New Britain, Conn. Special features include a new "free-start" blade guard; the "Motor-Saver" drive—the Stanley patented blade mounting; a two-position handle, for vertical or horizontal cuts; anti-friction bearings throughout lubricated and sealed for life; helical gears, heat-treated and made of alloy steel.



A new instruction book complete with illustrations and parts list is packed with each saw.

To introduce its line, Stanley offers one each of the three saws at new low prices. A tri-saw display package includes a \$20 three-color wood and wrought iron display free of charge, and dealer helps—a Day-Glo window sign, two-color featurama folders, individual pages on each saw feature, catalog pages and newspaper mats. Saw prices are as follows: 6-inch, \$59.95; 7-inch, \$69.95; and 8-inch, \$79.95.

If individual saws are ordered, a free cardboard display in color is packed with each. Saw prices are also offered in list form. Each kit consists of carrying case with saw, ripping guide and extra blade. For more information—

Circle No. 236 on coupon, pg. 76

Lure Assortment

The South Bend Spinning Lure Assortment, contained in a plastic shirt-pocket size case, is offered by South Bend Tackle Co., Inc., 1108 South High St., South Bend 23, Ind.

Designed to hold a dozen lures, the case is ivory and has an automatic snap lock. A piece of air foam plastic is mounted on the inside of the lid to protect the lures and the bottom of the inside is lined with cork to absorb moisture. A 12-section divider holds the lures in place.

The assortment contains six spinning lures. Three sizes of the Super-Duper family and three Flipits, a newcomer to the company's line of lures. The lures range in weight from



1/10 to 3/4-ounces and are in a variety of finishes. The pocket kit lists for \$6.75. For more information—

Circle No. 237 on coupon, pg. 76

Picnic Jugs

A new line of American Beauty Picnic Jugs is introduced by the W. W. Faris Manufacturing Co., 2101 South Hanley Rd., St. Louis 17, Mo.

The jugs may be taken apart for cleaning and drying of insulation. Nylon is used for the spigot or spouts. The American Beauties are torch red and snow shoe white baked enamel with a polished aluminum clamp ring. The large drinking cup is polished also and each jug is insulated with two thicknesses of fiber glass.

Priced from \$4.50 to \$6.95 retail, the American Beauty is available in three models with spout, with spigot and plain. For more information—

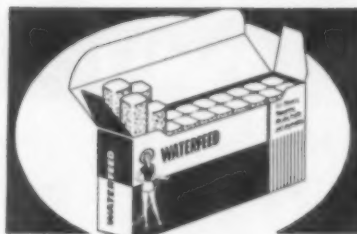
Circle No. 238 on coupon, pg. 76

Folding "Handy Horse"

A 30-inch size folding metal "Handy Horse" is introduced by Federal Hardware Products, Inc., Minneapolis, Minn. The new version is table height and augments the present 24-inch model now being sold.

The horses are designed to hold weights up to 500 pounds and are designed for home and professional use. For more information—

Circle No. 239 on coupon, pg. 76



WATERFEED

Water soluble cartridge type fertilizer. 2 formulas, 15-5-5 and 15-40-10. No lawn burn. Box of 20 cartridges \$1.00.

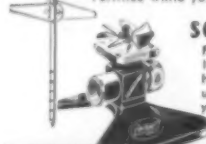
WATERSPIKE

Amazing model 553—2 way watering device. Waters overhead or flip valve for sub-surface irrigation directly to roots. \$4.90 ea.



WATERFEEDER

Model 954. Applicator for cartridge type fertilizers. Attaches easily to faucet or hose. Use any watering device. Fertilize while you water. \$1.99.



SQUARESPRAY

Famous model 433. It gets the corners. Hookup in tandem or use to fertilize while you water. \$2.95.

Proen

PROEN
PRODUCTS CO.

With & GRAYSON • BERKELEY 10 • CALIFORNIA

NEW 100% NYLON MASON'S LINE (BRAIDED or TWISTED)



A new item. Now used by masons, carpenters and professional mechanics . . . increasingly popular with home craftsmen, sportsmen and hobbyists. 100 ft. spools are packaged in this special display package. Wide variety of other put-ups.

Order from your jobber.

King Cotton CORDAGE

JOHN H. GRAHAM & CO. INC.
103 DUANE STREET, NEW YORK 8, N. Y.

CLASSIFIED

REPRESENTATIVE WANTED

Aggressive established salesmen now calling on retail and wholesale hardware stores, plumbing supply stores, lumber yards, department stores, etc., to carry SEPTI-KIT, proven full-strength enzyme septic tank cleaner and conditioner. Good repeat business. Liberal commission. Write now for territories open: WEST-FIELD INDUSTRIES, INC., P. O. Box 156, Westfield, N. J.



CAN WON'T TIP OVER!

The BETTER SIGHT CAN HOLDER keeps garbage can from tipping by wind or animals. Holds can off ground. Checks bottom rot. Sturdy 7 1/2 lbs. steel. Adjustable to any can, 15" to 20" diameter. Beautiful emerald green. Money-back guarantee. \$3.85. For resale 40% discount on 25 or more units. F. O. B. Plant. **DECATUR CAN HOLDER COMPANY** 551 East College Avenue, Decatur, Ga. State franchises available



DEALER FORUM

(Continued from page 6)

is announced by the Lamson & Sessions Co., 1971 West 85th St., Cleveland, Ohio. The new line includes 91 items; all items are shipped to dealers with the nuts on.

Five basic assortments are available. The cut thread carriage bolt assortment includes 17 different items. One cut thread machine bolt assortment contains 14 sizes; another, 16 different sizes. A hexagon cap screw and finished hex nut assortment contains a total of 24 different items. Finally, a round and flat head stove bolt assortment is available with 20 different items.

In addition to the basic assortment, a retailer can select his own assortment to suit his individual needs.

Small quantity packaging is a feature of the new line, with bolts and nuts packaged as few as 10 to 15 per box. A Serve Yourself Bolt Tray is available which can be used to display as many as 33 different items. For more information—

Circle No. 241 on coupon, pg. 76

"Emphasizing service is our way of holding onto business in the face of increasing competition."

Sidney Watters

**Watters Paint and Hardware
Birmingham, Ala.**

"DOWNTOWN furniture and department stores are the only retail outlets that cause us any competitive concern, and theirs is hardly more than a sort of harassment. Fortunately in our business area, about three miles from downtown Birmingham, there are no such establishments.

"Other hardware men are certainly aware of the type thing I'm talking about—a furniture store buys a carload of wheelbarrows and advertises them at a so-called bargain price. Or, it's garbage cans, electric drills, fans, or lawn mowers.

"More often than not the merchandise is inferior and the 'bargain price' is no bargain at all. But if the advertising come-ons are appealing enough, the bargain hunters will flock in and the carload of goods will sell. As far as I can tell, garbage cans are about the only item offered that the customers aren't taking a chance on.

"Occasionally one of our regular customers will ask about the 'bargains.' We suggest that if he is sufficiently interested, go down and have a look and if he feels he can buy with confidence, he should go ahead. But he doesn't.

"That's where the business of building confidence comes in. We don't try to match those bargain prices. We don't have to. We have run our business on the basis of satisfying the customer—we make good on everything we sell. That kind of policy is worth several carloads of bargains.

"If there are hardware stores that feel they are being hurt by furniture and department store one-time bargains, our advice is to forget 'em and concentrate on doing a better job with the bread-and-butter goods."

Sport Sets

Six sport sets are being marketed by the Draper-Maynard Co., 4861 Spring Grove Ave., Cincinnati 32, Ohio, and are fully described in the company's new 1956 spring and summer catalog.

The spring and summer sets featured include a baseball and bat; a softball and bat; a baseball, bat and glove; a glove and baseball; and two rubber "Pylon" basketball, goal and net sets. For more information—

Circle No. 240 on coupon, pg. 76

Plated Bolts and Nuts

A new line of plated bolts and nuts, ranging in size through 1/2 x 6,

drugstore. People are willing to pay more for value, for quality, and look to their hardware retailer for it. The drugstore and variety store carry the less expensive lines. Take housewares, for example. The chains present no competition when a dealer carries quality housewares.

"Another weapon at the command of the hardware dealer is a charge service. Credit is a wonderful means of retaining and creating sales when it is handled properly. Expensive items that a customer would hesitate spending \$100 in cash for at a discount house can be obtained here with a down payment and payments for the balance spread over a period convenient to the customer. Since we use a local charge service with credit carefully checked before accounts are opened, we have had no difficulty whatsoever. Without credit we might be sending many sizable sales to our competitors.

A CLEAR, STRONG PROTECTIVE COATING SEALS OUT

WATER-OILS-GREASES
Waterproofs, Insulates,
Rustproofs, Moistureproofs
12 OZ. CAN \$1.95 LIST
112 to case!

Ask Your Wholesaler!

ACRA-SEAL PLASTIC SPRAY

For all wood, metal,
glass, paper, plastic
or rubber surfaces.

Radiator Specialty Co.
Charlotte, N. C.



Nationally Advertised!

In
POPULAR SCIENCE
POPULAR MECHANICS
and leading
FARM MAGAZINES
cost to cost!

OVER 10 MILLION ADS
a month!

LIQUID WRENCH®

Loosens Rusted Bolts
nuts... screws... parts

3 Oz. Can 30¢ list
(12 to Display carton)

Radiator Specialty Co.
Charlotte, N. C.



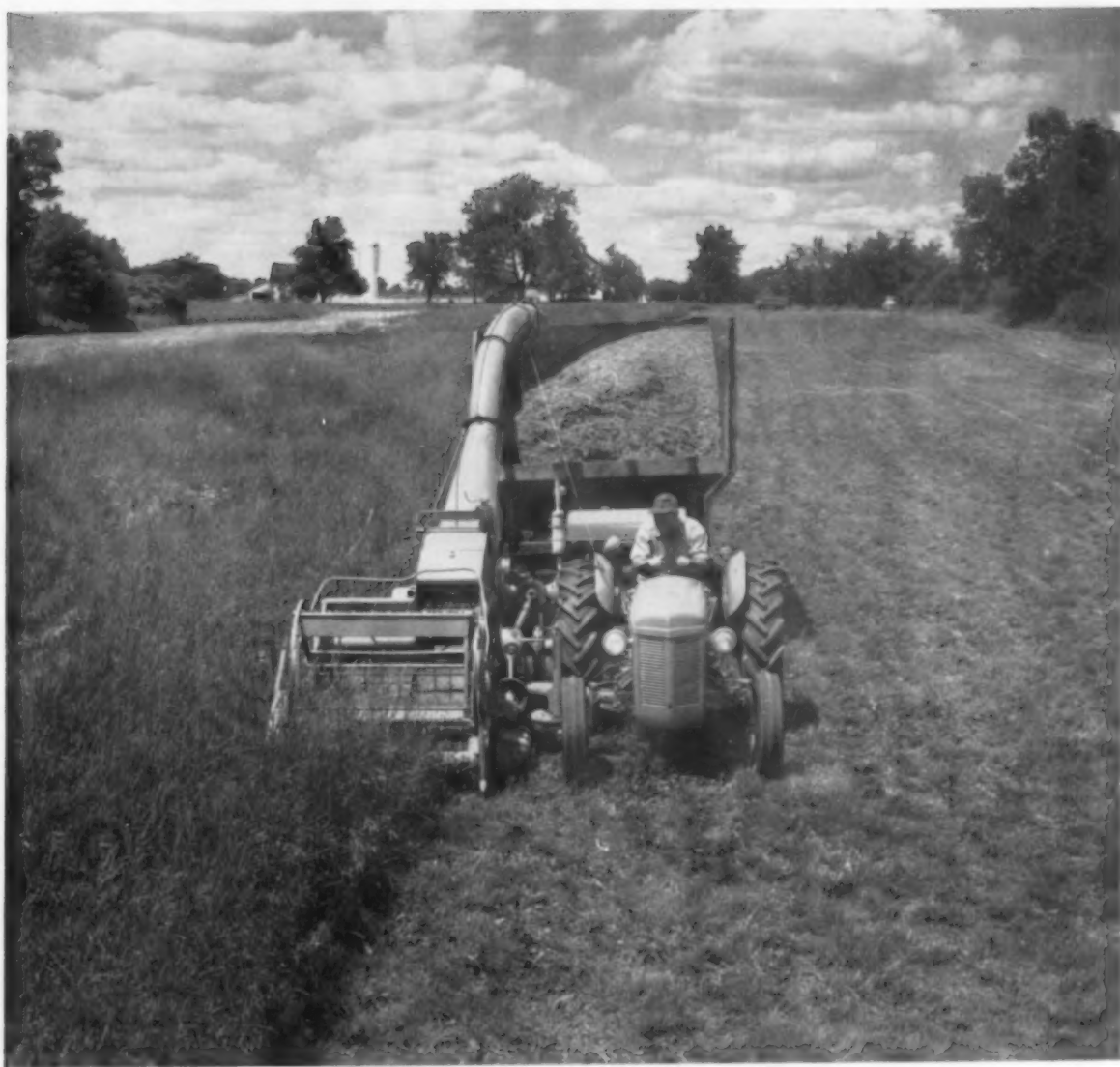
Southern **Farm Equipment**

MAY

1956

\$200,000 Annually
from Specialty Lines
Pg. 104

Section of SOUTHERN HARDWARE, 806 Peachtree St., N. E. Atlanta, Ga.





Make more profit selling
DEMPSTER WATER SYSTEMS
By offering . . .

more performance

at

less cost!

MAY . . .
is National Water
Systems Month!

DEMPSTER

Dual-jetmaster

more gallons . . .
more pressure . . .
greater depth . . .
with a
3/4 H.P. MOTOR

DEMPSTER
WATER SUPPLY EQUIPMENT

Here's the answer to the man who needs more water, pressure or depth than is practical with a single stage ejector pump—yet does not want the investment or operating cost of a standard multi-stage system.

Based on a uniquely different principle, the new Dempster Dual-jetmaster has back-to-back impellers which increase the water volume . . . pumps at full capacity at 40 lbs. pressure and operates at up to 80 lbs. pressure . . . gives ample capacity from as much as 150 ft.—or more than 1,500 gals. per hour from a shallow well.

Operating on an economical 3/4 H.P. jetmaster motor, the Dual-jetmaster also has a low operating cost. The compact construction and impeller principle cuts pressure on the patented seal by approximately one-half; the stage plate and wearing rings are of corrosion-resistant brass; the labyrinth design of the wearing rings minimizes by-pass.

The new Dual-jetmaster puts an added value on handling the entire Dempster jetmaster line—single stage jetmasters for deep or shallow wells; Convert-o-jetmaster, the double-purpose convertible system; and Multi-Stage jetmaster for top performance and greatest depth.

*All are backed by Dempster! At your service . . .
77 Years of Water System Experience.*

For full details on the Dual-jetmaster parallel pipe, inner pipe and shallow well systems, write today for illustrated folder and performance tables.

DEMPSTER MILL MFG CO.

Office and Factory: Beatrice, Nebraska

Branches and Warehouses: Omaha, Nebr.; Kansas City, Mo.; Des Moines, Ia.; Sioux Falls, S. D.; Denver, Colo.; Oklahoma City, Okla.; Amarillo, Tex.; San Antonio, Tex.

► Peanut Acreage

Peanut acreage is expected to be about 4% below last year's 2 million acres. Slightly more Virginia-type peanuts are expected than last year as result of a recently announced allotment increase. Decreases in Southeastern and Southwestern areas more than offset the Virginia-Carolina gain.

► Prices Received

Average prices of farm products have remained steady so far this year at levels a little above December. Cash receipts from marketings in January and February totaled about 5% below the same period of 1955.

► Acreage Reduction

Farmers' planting intentions in the first quarter pointed to a moderate reduction in total crop acreage in 1956. For the 59 principal crops estimated, the indicated acreage for the year totals 352 million, down 3 million from 1955 and 5.5 million less than the 10-year average.

► Factory Shipments

Shipments of farm machinery, equipment and tractors in January were 7% above December and 10% more than in January 1955. The value of shipments was slightly less than in January a year ago.

► Tobacco Crop

The record 1955 crop of flue-cured tobacco brought an average price of 52.8 cents per pound, about the same as in 1954 and 1953. Exports of unmanufactured tobacco in the year ending June 30, 1956 are expected to be the largest in recent years.

► Farm Income

Farmers' cash receipts from marketings for the first 2 months of 1956 are estimated at \$4.1 billion, 5% less than in the corresponding period of 1955. The decline is due to lower average prices.

► Cotton

Cotton prices probably will ease downward in future months. High supports in the U. S. have encouraged more production abroad. The result is that American surplus may go abegging. Being sought is a government surplus sales program which will price cotton so low that expanded production in foreign countries will not be attractive.

**Dealers win new
customers by**

Solving Maintenance Problems



W. H. Beasley, left, and Joe Beasley inspect cutaway model of new bearing for bedder-cultivator they helped design. Success of bearing helped reduce maintenance cost for customers

JOE AND W. H. Beasley of Beasley Tractor Co., Palatka, Florida, promote steady sales by evaluating and helping to solve pressing equipment problems faced by their customers.

Joe Beasley is president and W. H. Beasley is secretary-treasurer of one of Palatka's oldest farm equipment dealerships. "We received our franchise in 1934," Joe said, "and every day since then, we've built an increasing volume of busi-

ness by being sympathetic to the needs and problems of the farmers in our trading area, and by bending over backwards to be absolutely fair and honest in every transaction.

"Our area covers three Florida counties—Putnam, where Palatka is located; Flagler, and St. Johns counties. There are over 1,000 farmers in that area who till between 25 and 30,000 acres. Their major crops are potatoes and cab-

bage, though some corn is also grown. Off-season cultivation is usually for cover crops which restore nitrogen and other elements to the soil.

"Florida, like many of the other southern states, is showing signs of the boom. There is more land being cleared for cultivation than at any other time in the history of our trading area," Beasley pointed out. "There are many new farm families in the area. They need farm equipment and the many other items needed to farm successfully. Many of those folks are coming to us to trade because they know we are seriously interested in their being successful farmers and that they will be treated with fairness.

According to Beasley, being fair and honest is self-explanatory. It means giving your customers the fullest measure of quality service for their money. It means treating them like they were members of your own family—listening attentively to their problems, encouraging them to try new methods and procedures that will increase their production and their incomes; helping them whenever the opportunities present themselves.

(Continued on page 119)

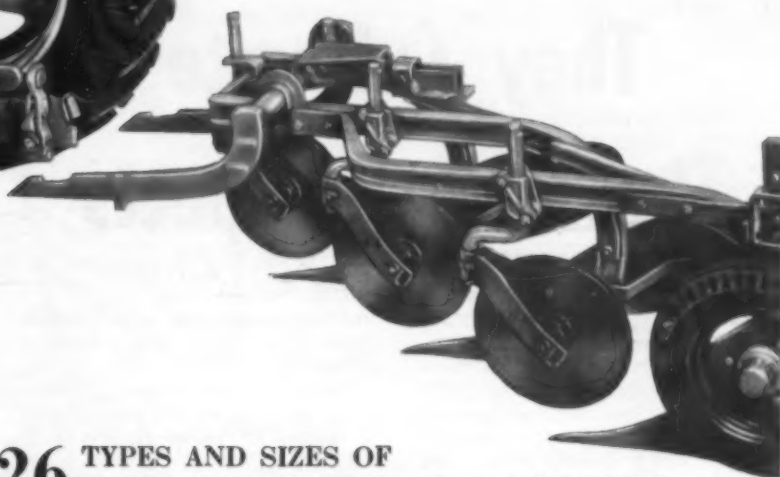


New bearing may be removed by loosening one bolt and dropping gang out. Bearings may be replaced at nominal cost with labor charges at minimum

158 Reasons

why *Fast-Hitch* means

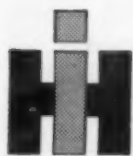
sales opportunity
unlimited...for IH
Dealers



126 TYPES AND SIZES OF
McCORMICK® FAST-HITCH IMPLEMENTS

32 ITEMS OF SPECIAL DUTY EQUIPMENT

158 TYPES AND SIZES OF FAST-HITCH equipment
add up to an important sales plus for the IH franchise . . . Only
IH Dealers can offer prospects the time-saving and performance-
improving benefits provided by Fast-Hitch, over such a wide
range of tractor sizes, for so many different jobs!



INTERNATIONAL HARVESTER

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks
. . . Crawler and Utility Tractors and Power Units—General Office, Chicago 1, Illinois.



All customers receive the personal attention of the owners of this company. Here, Richard E. Light, president, points out features of a tractor to farmer

They Cultivate The Real Prospects

CONTINUOUS, personal contact with all customers and prospects has been the most effective method of building sales for Light and Decker, Inc., farm equipment dealers in Cumberland, Maryland.

"We never were much for knocking on doors or putting on individual demonstrations," Richard E. Light, president of the company, said. "But we do believe that relentless pursuit of genuine leads is a sure road to sales."

Light and Ross O. Decker, secretary-treasurer of the organization, make selling a personal thing, and it has paid off.

"Once we know that a prospect is seriously interested in a new tractor or piece of farm machinery, we follow up by telephone call, personal call, arrange a demonstration, and never let go until he brings us our next sale. But only experience can help you determine

whether a customer is a genuine prospect — or 'just looking around'!"

Field demonstrations develop leads, as does the simple practice of talking to neighbors. By keeping their ears to the ground Light and Decker also search out many leads. Knowing every farmer in their area, stopping to talk with

them about equipment whenever they meet in a shop or on the street, making contacts personally both in the store and on the farm, Light and Decker have only one formula for turning leads into sales: know your customer, know your territory, know your product.

Field demonstrations are held twice a year to which 65 persons are invited. Neighboring farmers are personally contacted once or twice before the event. Approximately 15 persons turn out for these demonstrations and Light and Decker make every effort to determine which of the visitors are good prospects.

"There is a very good reason why either my partner or myself make all personal contacts and all personal deals with a customer," Light said, indicating that they demonstrated and sold all machinery personally. "We both know our farm machinery thoroughly and can tell a customer on the spot what we can offer him on his old tractor or farm implement. We're the last word with the farmer. We do not have to place a tentative price on a trade-in and check with the boss to see whether we exceeded its value. Also, when we make all deals personally, our customers feel that we take personal interest and responsibility

(Continued on page 117)

Same personal attention is given to repair work. Here Ross O. Decker, left, confers with mechanic about repairs he has been discussing with customer



GOULDS shows the way to make HAY ... in MAY!



This year more folks will "fork over" more dollars for water systems than ever before! And you can be right up front when the money changes hands — IF you're selling the bigger-than-ever, better-than-ever GOULDS line!

DISPLAY DURING MAY!

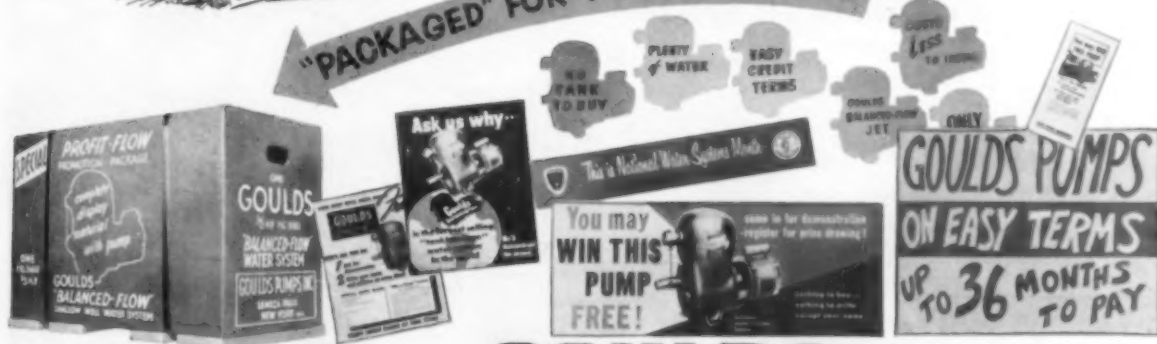
We've put everything you need for a bang-up May pump promotion into a special GOULDS PROFIT-FLOW PROMOTION PACKAGE. You buy only one Fig. 3680 Balanced-Flow Jet Pump — get absolutely free a complete kit of display and promotion material — highlighted by the "Pump-A-Day Contest" featured in powerful national advertising.

SEE YOUR GOULDS DISTRIBUTOR . . . or write us right away for full details . . .

GOULDS PUMPS, INC., Dept. 5H-56 SENECA FALLS, N.Y.

Cash in with the
"PROFIT-FLOW" PROMOTION
during National
Water Systems Month

"PACKAGED" FOR PUMP PROFITS



You get **MORE** with

GOULDS

WATER SYSTEMS

Since 1848

FOR EVERY FARM AND HOME NEED

Specialty Lines

bring \$200,000 annually

By Ruel McDaniel



Kenneth Cox, owner of the company, left, talks to farmer about probable power requirements of his irrigation system. Sales of power units such as that shown above have brought company important added profits

DESPITE FLUCTUATING volume and profits from sales of major farm machinery, the net profit picture during the past 10 years has been a pleasant one for Farmers Supply Co., Lubbock, Texas. Owner Kenneth Cox gives full credit for this happy situation to the fact that the company has diversified the lines handled.

Two sources of sales that have contributed more than one-third of the company's volume and considerably more than one-third of the net profits are farmers with irrigating systems, and the ginning industries. In all, sales to these sources amount to about \$200,000 annually and come mainly from two specialized lines developed in recent years as a means of overcoming short profits on major farm machinery resulting from price-cutting in the area.

The two lines of equipment that bring in most of the \$200,000

volume are engines for irrigation pumps and cotton gins, and carburetors for converting these engines to the use of butane and natural gas. The company handles one line of carburetors for these conversions, and two lines of engines.

"Competition for major farm machinery business has been extremely keen in this area for the past three or four years," Cox points out, "and it shows no signs of improving. As a consequence, it was a matter of cutting prices—and profits—to get the business, or face a drastic cut in volume. We have never seen any point in selling anything without making a profit, since we operate basically on a profit rather than a volume quota. As a result, we felt that we must find auxiliary lines that would fit into the general farm equipment picture and which did carry a fair profit in order to make

up for the profit we were losing on major farm machinery.

"We still consider major farm machinery the basis of our business, and we continue to sell it. But we still insist that we are going to make a profit on whatever we sell, and as competition drives down the profit margin, we let up on our efforts to sell in such a market and concentrate more on specialty lines that do carry a normal profit."

For several years after Cox established his Farmers' Supply in 1935, volume was almost 100 percent from major farm machinery. Currently only one-third of the upwards of \$500,000 annual business

(Continued on page 121)



Company's operations are housed in these three quonset-type buildings.

roll out pipe!
rack up sales!

tell'n sell display



Here's the merchandising rack that answers today's demand for modern sales methods . . . occupies a few square feet of space . . . displays pipe, fittings and clamps. This easily assembled, all-steel rack is a powerful, three-color self-seller. A beautiful money-maker for every store.

More sales . . . easier sales . . . faster sales are yours right now! The new Yardley Tell 'n Sell Rack will work for you every minute of the day. Get this modern merchandiser on your store floor and watch your plastic pipe sales climb.

With Yardley packaged ClearStream PressuRated pipe there's no wrangling and tangling with soiled, bulky coils. Serving plastic pipe to your customers from the new Tell 'n Sell is a real pleasure. So simple, easy and

clean to handle that even a customer can serve himself. Pipe marked every 10 feet.

Attracts wide attention and interest . . . every person who enters your store can see, feel and select the sizes of pipe, fittings and clamps they need.

Displays 1500 feet, four reels, of superior ClearStream PressuRated pipe, made of 100% virgin DuPont Alathon 25 BK11, in sizes 1/2- through 1 1/4-inch, plus a full range of boxed fittings and clamps.

Tell 'n Sell Racks and the complete package line are ready for immediate delivery.



YARDLEY PLASTICS CO.
In Canada: Daymond Co., Ltd., Chatham, Ont.

142 PARSONS AVENUE, COLUMBUS 15, OHIO
• Expert Sales: F. and J. Meyer, 115 Broad St., New York 4, U.S.A.

The company stores its cotton pickers in a special warehouse, right, about two blocks from the main store and service shop. In addition the company maintains a special display lot for the machines. Though farmers make a preliminary inspection of the machines here, the sale is seldom closed until the customer operates one on his own farm



Demonstrations Doubled Cotton Picker Sales

By S. W. Ellis



"Hi" Cross, company manager, discusses machine with prospect who later will receive a day-long demonstration on his own land

THROUGH A program of carefully-conducted demonstrations, the Portis Implement Co., Lepanto, Arkansas, has doubled its sales of mechanical cotton pickers.

Manager W. H. (Hi) Cross emphasizes that the machine used as a demonstrator is the key to the sale.

"The mechanical cotton picker is still new and not completely entrenched in the confidence of the farmer who has never used it. When we start the demonstration, we have to start answering ques-

tions. It takes a lot of proof to make the farmer believe that machinery beats a crew of skilled, human pickers. And even after we've convinced him that mechanical picking offers him more profits, he still believes that we've carefully selected the machine that we used for the demonstration."

This, of course, is not true. All of the equipment that Manager Cross sells is in first-class condition, set up and tested by the best mechanics available. However, he does send his best mechanic to demonstrate each machine.

"Demonstration sells all of our cotton pickers. No one comes in here and says, 'I want to buy a cotton picker.' Selling mechanical pickers won't be that easy for some time to come. We sell them by getting the farmer to consent to a demonstration on the farm. Then the machine is taken out by Charles Porter, one of our most skilled men, who is an expert in the operation of the cotton picker."

Cross insists that the mechanical cotton picker can be likened to a human picker. It can be temperamental. It responds best to a driver who knows and understands that individual machine.

"We recommend that one driver operate the machine, and that the same driver use that machine all the time. If a second cotton picker is bought for the farm, we urge that another driver be trained to operate it."

When Porter takes out a machine for demonstration, he remains a full day with the farmer. After the first complete demonstration and instruction session, he urges the farmer to operate the machine himself. Porter stands by to make sure that the farmer understands the operation, and that he gets accustomed to manipulating the picker. After the machine is once properly set, it goes on without trouble, especially if the same driver takes it every time.

The mechanical picker is left

New belt-feed blower

stores up to 48 tons of forage an hour!

Long, low flat belt moves material rapidly and safely. Retractable wheels, draft control and inspection port add up to easier, faster storage. Wheel leveler evens the flow of material through a big, 338-square inch throat.



Hopper-type feed is a perfect mate for unloading New Holland's Forage Wagon with the cross conveyor feed attachment.



New Holland's new line of Forage Blowers has a top-capacity model for any crop. Corn, sorghum or grass silage—chopped hay, straw or grain. It makes no difference. A New Holland saves time and work in all.

Capacity? The new belt-feed blower unloads a 3-ton wagon of silage in as little as 4 minutes . . . a 3-ton load of chopped hay in about 5 minutes. Silage can be stored as fast as 48 tons an hour! Patented

fan blades are the secret of this fast, versatile blower. Blades are specially curved to guide material away from fan center.

Forage Blower with the flat belt feeding system or the less expensive hopper-type feed is available with either the usual belt power source or with power take-off. Hook-up is easier with P.T.O. . . . no alignment problem.

New Holland Machine Co., a subsidiary of Sperry Rand Corp., New Holland, Pa.

NEW HOLLAND

"First in Grassland Farming"



At left, Charles Porter, company service expert, prepares to visit the farm of a customer who is trying out a mechanical picker. Shown below is the company's main sales and service building

with the farmer, to use the next day without supervision. On the third day, Porter calls on him again. By this time, the farmer is about ready to buy. Porter checks with him, to make sure that the machine is running smoothly. Soon Manager Cross or a salesman appears on the scene, and the farmer is often brought to the office to close the sale.

Cross likes to back the performance of the mechanical picker with proof. In some of his demonstrations, he sets the mechanical picker in operation with Mexican field hands. Using a one-row picker, he picks every other row, alternate rows being picked by the Mexicans.

"That demonstration shows the farmer that he can pick a bale with the mechanical picker at an over-all cost of \$2.09. The Mexican labor costs him \$45.00 a bale."

Farmers still believe that hand labor picks cleaner cotton. Cross proves that this is not true—proves it by showing that this season cotton picked mechanically brought a cent-and-a-half more than that picked by Mexican labor.

Keeps in Touch

Cross keeps closely in touch with his farmer users. They become his best salesmen, he insists. Sometimes a prospect is taken to a farm to watch a cotton picker at work.

Prospects are also urged to go to the cotton office and ask buyers about the grade of mechanically picked cotton.

"Prospects have to be convinced," Cross said. "We like to



refer them to a typical user—a last year's customer who picked 100 bales of cotton with his new picker, and saved enough to more than pay for the machine that will last 15 years when backed by our maintenance and repair service."

When a cotton picker is sold, Porter checks with the farmer once a week. Sometimes a small adjustment has to be made on the equipment, or the user needs a little additional coaching in its use.

"We still have prejudice against the cotton picker to break down," Manager Cross admitted. "A lot of farmers simply can't believe in the performance of steel against human fingers. It takes constant salesmanship and demonstration to break down this prejudice."

The end of the cotton harvesting season is a good time to get in the first wedge of favor for the mechanical picker, he believes.

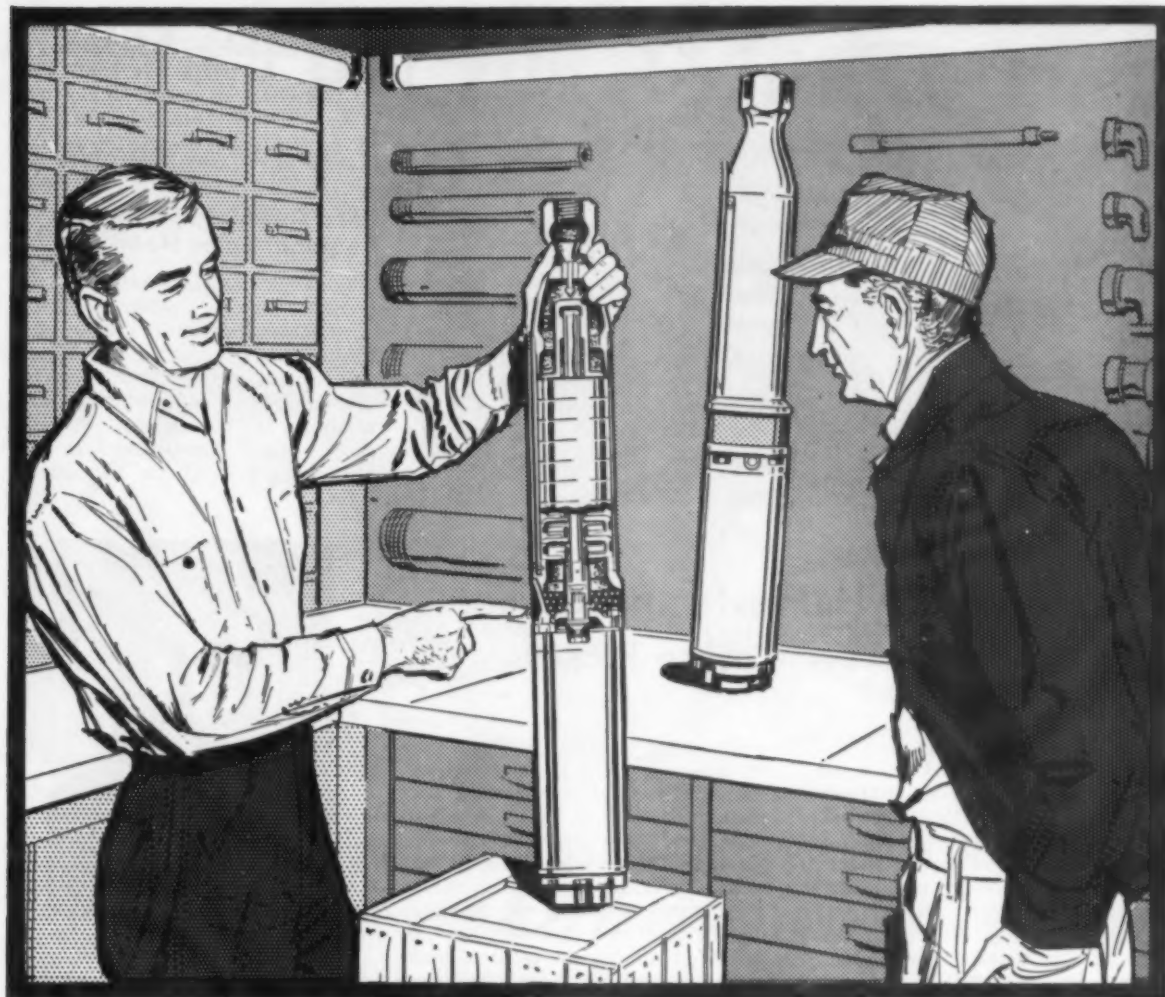
When the last truckful of Mexican laborers rolls away South, the average farmer wipes his brow and heaves a sigh of relief. That labor came high.

"We doubled our sales on mechanical cotton pickers in 1955," Cross said. "This year we'll try to do better. We have worked at it all winter—getting in sales arguments."

Service Volume

Winter also is the time when the repair shop tries to induce farmers to have their mechanical cotton pickers, together with other equipment, overhauled and repaired. The farmer will not do this unless urged. He waits almost until he needs the machinery before having it overhauled, unless he responds to his dealer's urge to "do it now."

Manager Cross is enthusiastic
(Continued on page 120)



Now...a new, improved 1/2 hp. Fairbanks-Morse submersible

Here's a brand-new F-M submersible that can easily be your fastest selling deep well pump because of its quality, performance and price.

Features tell why it will sell

New Model S2-5009 delivers a big volume of water at well depths from 20 to 120 feet, depending upon discharge pressure. At 50 feet, for example, under 40 pounds pressure, this pump delivers a rated 497 g.p.h. That's enough volume for your customers' homes, barns and milkhouses!

Other features include

- heaviest stainless steel impeller shaft (1/2") of any 1/2 hp. submersible
- nine open-type bronze impellers
- easy installation in 4" casing
- protected by neoprene and oilite bearings
- spline coupling for strength and safety
- foolproof, continuous-duty motor—water lubricated . . . factory filled . . . permanently sealed

- motor and pump water-cooled
- noiseless, vibrationless operation
- leakproof, screw-type adapter for electric cable
- can be installed below frost level
- made of stainless steel and bronze

Ask your Fairbanks-Morse salesman to order this pump for you. Or send your immediate orders to Fairbanks, Morse & Co., Dealer Division, 600 S. Michigan Ave., Dept. SH-5, Chicago 5, Illinois.



FAIRBANKS-MORSE

a name worth remembering when you want the BEST

WATER SYSTEMS • GENERATING SETS • MOWERS • MAGNETOS • PUMPS • MOTORS • SCALES • DIESEL LOCOMOTIVES AND ENGINES



International Harvester Introduces New Two-Row Cotton Pickers

PRODUCTION of two new two-row mechanical cotton pickers is announced by International Harvester Co., Chicago, Ill. Both new two-row pickers are self-propelled and readily adapted for work on farms or ranches of medium to big acreage operations.

The McCormick No. 220 picker (shown) is equipped with high-drums, for use in tall, heavy rank-growing and higher yielding cotton. The other new model is the McCormick No. 214 equipped with low drums for use in short to medium height plants. Both models are identical except for the height of the picking units. The machines have short wheel bases and a turning radius of about 10 feet. Picking units can be adjusted for rows 38 to 40 inches wide, and the operator sits over the left row where he has a full-vision view of both rows and the ground ahead.

The new McCormick cotton pickers are powered by 68 h.p. International Harvester Silver Diamond engines with power to handle the two-row machines. The pickers are equipped with a three-speed transmission to provide two speeds for picking and one for transport on the road. The field speed of two m.p.h. is used generally the first time through heavy cotton. The second field speed of 2.8 m.p.h. is used for scrapping or when picking lighter yields. Transport speed is 13 m.p.h.

Picking drums on the new pickers have the same basic design as those on the single-row McCormick pickers already in use. They are equipped with new Dof-Flex bonded doffers and the International Harvester broached spindles 20 spindles to the bar on the high drums, and 14 to the bar on the low-drum models. A total of four rotors pick cotton from both sides of the rows. Drums are individually hydraulic controlled and can be raised or lowered, independently of the others, to permit continual adjustment of the machine to variation in the two rows being picked.

Rotors in Tandem

International Harvester points out that the picker rotors are in tandem, with the result that first one side of the row is picked and then the other, enabling the operator to get more open bolls the first time through.

Picker drums, spindles, and bars are protected by an IH protective device called Protec-O-Matic, that stops the rotors from turning in case a rock, stick, or other foreign matter starts through the picker. Lubrication of drums and their working parts is by means of a flush-type once-a-day system. The baskets on the new machines hold 1,600 pounds of lint cotton, ample capacity for a full bale to the dump, according to the company.

The two new two-row cotton pickers supplement the company's 4M-120, the 34HM-114, and the 2C-14 tractor mounted single-row picker models already in use.

Ford Appoints Guthrie Regional Sales Head

H. DORSEY Guthrie has been appointed regional sales manager, southeastern region of Tractor and Implement Division, Ford Motor Co., Birmingham, Mich., E. H. Woods, general sales manager, announces. He succeeds R. E. Holsaple, whose appointment to another region will be announced soon.



H. Dorsey Guthrie

In this capacity Guthrie will plan and direct the sale of Ford tractors and farm implements through distributors and dealers in the 10-state area of Virginia, North Carolina, South Carolina, Georgia, Alabama, Florida, Louisiana, Mississippi, Tennessee, Kentucky, and in Cuba. His headquarters are in Atlanta, Ga., according to K. F. Morlen, assistant general sales manager—field operations.

Guthrie has been divisional sales manager of Ralston Purina Co. with headquarters in Nashville, Tenn. He joined that company in 1939 and was successively retail salesman, district sales manager, and regional manager of dairy chow and farm supply sales. Prior to that time, he was a salesman with Devoe and Reynolds Paint Co. in Atlanta.

Born in Lawrenceville, Ga., and educated at Monroe Agricultural and Mechanical High School and the University of Georgia, Guthrie is well known in agricultural circles throughout the South.

We'll put you on the cover!



FREE ... your own personalized direct mail program
...when you become a Kaiser Aluminum Farm Roofing Dealer!

YES, you (and your store) will be the cover-man on each one of these direct mail pieces when you become a Kaiser Aluminum Farm Roofing Dealer! All mailers in the series will include a timely newsletter of special

interest to farmers. You just provide a mailing list of selected customers. We do the rest, providing postage and all printing and mailing. *No charge to you!* And you reach your best prospects, right in your own backyard!

PLUS this hard-hitting dealer support!

National and local advertising! Appearing consistently in big consumer and farm magazines like *Farm Journal*,

Progressive Farmer and *Successful Farming*. Also ads in local newspapers and local radio commercials!



FREE! Display Rack and farm building plans!

Eleven plans (most feature low-cost, pole type construction) show your customers how easy it is to build with Kaiser Aluminum Farm Roofing. Complete set plus the sturdy, wire-frame display rack *free!* Rack fits on counter or wall... permits fast customer selection.

Put this powerful promotion to work with the big sales advantages of Kaiser Aluminum Roofing... the modern roofing that's light, strong, easy-to-handle, rot-proof and forever rust-free.

Kaiser Aluminum

The quality roofing for better farm buildings

SOUTHERN FARM EQUIPMENT Section for MAY, 1956

MAIL THIS COUPON TODAY!

Kaiser Aluminum & Chemical Sales, Inc.
Consumer Service Division, Room 6581
1924 Broadway, Oakland 12, California

Please send information on Kaiser Aluminum Roofing and Siding, and include details on the advertising program.

NAME

ADDRESS

CITY STATE



Ford Announces Two-Row Mounted Corn Harvester

A NEW two-row mounted corn harvester, especially designed to reduce corn harvesting losses, is announced by the Tractor and Implement Division, Ford Motor Co., Birmingham, Mich.

The new Ford corn harvester, which can be mounted on all Ford tricycle tractors, is designed for use in those areas where it is desirable to leave the husks on the ears, according to E. H. Woods, general sales manager. Among the special features which accomplish this purpose are a new snapping roll principle and a special quartz-coated snapping roll insert.

"The quartz-coated snapping roll insert gives aggressive snapping roll action to handle most harvesting needs," Woods said, "and can be replaced with a rubber insert for use under special crop conditions."

Woods pointed out that the snapping rolls are positioned so that the upper end of one roll is almost directly over the other. "This means the corn is snapped to the side and the ears drop directly on to the corn elevator, resulting in less husking and shelling."

Special "corn saver" pans are located directly beneath the snapping rolls, where any corn that might be shelled by even a brief contact with the rolls is caught and carried to the wagon, instead of falling to the ground, Woods noted.

"This combination of special features results in a reduction of ear and shelled corn loss of as much as 50 percent," Woods said.

The new two-row mounted corn harvester brings to six the number of corn harvesters and corn pickers offered by Ford tractor and imple-

ment dealers. The Ford line also includes one- and two-row mounted pickers, a one-row mounted harvester, and one-row pull-type picker and harvester.

Cobey Corp. Re-Designs Hydra-Flex Disc Harrow

COBEY CORP., Galion, Ohio, announces design advancements in its Hydra-Flex Disc Harrow which is an hydraulically-operated, trailing, lift-type.

Bearing journals have been increased in diameter, giving 50 percent more bearing surface. Also, the increased size of bell coning on bearings, coming in contact with disc blades now gives greater blade

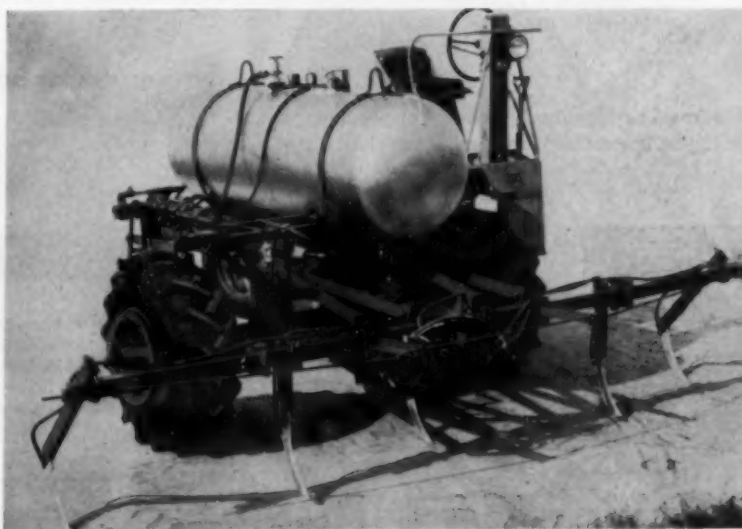
support, according to the manufacturers. In addition Bearing Hanger Plates of the Cobey Hydra-Flex Disc have been re-designed to give three times the supporting cross section. The new bearing hangers are made of solid steel plates—nine inches in width and $\frac{3}{8}$ inches in thickness. Each disc gang carries three bearings and is supported by three of the newer, heavier bearing hangers. Spacer spools, company officers point out,



now are made of heavy welded steel tubing which eliminates breakage usually encountered with cast iron spacers.

The hydraulic operating cylinder of the Hydra-Flex is changed to top mounted to make hook up of hydraulic lines easier and to avoid "dirt-catching" when the Hydra-Flex is taking its deepest cuts. The finger tip angling of both front and rear gangs, independently, for fineness of cut and auxiliary depth control has been retained to the fullest, according to the manufacturers.

Blue Applicator with MM Uni-Tractor



Designed for use with the Minneapolis-Moline Uni-Tractor is the John Blue Anhydrous Ammonia Applicator. It is shown here complete with 250 gallon tank, pump, 14-foot tool bar and five rigid applicators

Massey-Harris Appoints Sales Promotion Manager

THE APPOINTMENT of Dean M. Carpenter as advertising and sales promotion manager, Massey-Harris Division, Massey-Harris-Ferguson, Inc., Racine, Wis., is announced by L. M. Sweeney, vice-president in charge of sales.



Dean M. Carpenter

Carpenter formerly handled the Massey-Harris account as a member of the staff of Klau-Van Pietersom-Dunlap, a Milwaukee advertising agency. Prior to that, he had been assistant advertising manager for Massey-Harris for a number of years. Carpenter succeeds Frank R. Bloom who resigned to enter his own advertising and publishing business.

McCormick Plow Features New Spring Breakaway

Rocky and stumpy fields lose their sting when the McCormick plow is equipped with a new spring breakaway, according to the International Harvester Co., 180 North Michigan Ave., Chicago



1, Ill. This feature has been made available for Fast-Hitch moldboard plows used with Farmall 300 and 400 tractors because of their power and unyielding traction that can cause damage when one or more of the bottoms hook a rock or stump.

The breakaway device permits the rear of the plow to break loose from the front part, as shown in the accompanying photograph, when the bottoms encounter some immovable object. And it is easy to recouple, the manufacturers state. The owner backs the tractor

after lining the coupling beam on the front of the plow with the large mouth of the catch on the rear part. The gauge wheel on breakaway plows can be mounted on the forward position to provide three-point support that holds the plow in position for easy recoupling after it has broken away.

A spring used with the device can be reversed to change the amount of impact required before the plow will breakaway. This is to permit proper protection in a variety of field conditions, yet avoids unnecessary breaking away.

ELECTRIC

America's
Leading Wagons
and
Wagon Boxes

The Standard for Comparison

ELECTRIC WHEEL COMPANY • 2803 Cedar, Quincy, Illinois



Power steering on the McCormick Farmall 400 tractor equipped with four-row cultivator is a real help at the ends of the rows

Additional IH Tractors Feature Power Steering

POWER steering is available for the McCormick Farmall 300, Farmall 400, and the Hi-Clear versions of these tractors, according to the International Harvester Co., Chicago.

The principal part of the power steering attachment for Farmall tractors consists of a hydraulic power booster installed on the steering shaft under the hood. This booster, in reality, is a small hydraulic motor that operates the steering mechanism, the manufacturers state. The motor gets its power from the hydraulic system of the tractor. As the steering wheel is turned, valves divert oil to the proper side of the gears in the booster, causing it to function and turn the front wheels.

Hydraulic power for the booster comes from the Hydra-Touch pump through a new regulator, safety and flow valve assembly that diverts hydraulic fluid to the power steering mechanism. By taking its power from the hydraulic system of the tractor, the power steering device is operative whenever the tractor engine is running. In all cases, manual steering is in standby reserve in case it is needed.

International Harvester points out that the new hydraulic power steering device cuts manual steering effort. It lightens the driver's work, particularly when the tractor is equipped with heavy front-mounted machinery. Power steering also is a big help to the operator when driving the tractor at slow speed or maneuvering in

tight quarters.

Hydraulic power steering has been available for the McCormick Super WD-9, Super WDR-9, WR-9S, and the International W-400. A new and revolutionary-type power steering soon will be made available for the International 300 Utility, the manufacturers state.

Uni-Balor Joins MM Uni-Farmor Family

A NEW HAY baler, the self-propelled MM Uni-Balor, is announced by Minneapolis-Moline Co., Minneapolis, Minn. Refinements of design for straight-through, high-capacity, twine-tying operation make it possible to bale up to seven tons per hour, the company states.

Latest member in the MM Uni-Farmor group of self-propelled farm machines, the Uni-Balor

brings to six the MM machines which can be mounted interchangeably on the Uni-Tractor. The Uni-Tractor, basic unit in the Uni-Farmor family, mounts and powers the Uni-Balor.

The Uni-Balor itself has overall width of five feet; is 12-feet, 8-inches long unmounted, and 15-feet, 8-inches when mounted; 5-feet, 4-inches in height; and weighs 2290 pounds.

Among the greatest engineering advances in the Uni-Balor, according to the company, are the straight-through design; stainless steel knotting jaws and bills; exclusive MM tension control of twine; internal auger greaseless bearings; and elimination of numerous parts made unnecessary by the new compact design. The unique MM plunger travels in a short arc, dropping below the packing chamber to allow the hay to move in unimpeded flow from pick-up to bale, and then rising to pack the sliced hay.

Square-cornered bales, 14 x 18 inches are said to be firmly packed by the uniform feeding over the full area of the bale chamber.

The five-bar pick-up drum is four feet wide, and of large diameter (16 inches) to prevent picking foreign material. Located immediately in front of the axle, the pick-up head follows ground contours closely. Guide wheels and a counter-balance spring allow the head to "float" on uneven ground.

The straight-through design of the new Uni-Balor affords a clean, direct flow of material for baling without excess movement that would shatter nourishment-loaded leaves of hay crops, according to the manufacturers.

The MM Uni-Balor was to be available in April.





“They’re Setting New Corn Harvest Records in Our Neighborhood...”

No one who has seen this new combination in action would quarrel with our dealer-friend's statement. You see, he's talking about the famous John Deere 45 Combine equipped with the new No. 10 Two-Row Corn Attachment, a team that is revolutionizing corn harvesting wherever that crop grows.

Actually, though, if we were to make any comment about our dealer-friend's remark, we would say he's being a bit modest. He fails to mention the big part he plays daily in helping farmers in his community in-

crease farm profits through lower operating costs. For, whether the problem is one of tillage, of planting, or of harvesting, the John Deere dealer can assist the farmer in choosing just the right piece of Quality Farm Equipment for the job.

Of course, our dealer-friend profits, too—not just from the immediate sale, but from the resulting increase of customer confidence in a farm equipment line which already enjoys the confidence of farmers everywhere.



JOHN DEERE • Moline, Illinois

QUALITY FARM EQUIPMENT SINCE 1837



New Ford 79 Farm Loader Features Step-On Design

A NEW "STEP-ON" farm loader designed to mount in less than two minutes on any Ford tricycle tractor is announced by the Tractor and Implement Division, Ford Motor Co., Birmingham, Mich.

In addition to ease of attaching and detaching, and operator convenience, the new Ford 79 standard loader features 1,000-pound load capacity, quick lifting, compact design and extremely rigid frame construction, according to M. D. Hill, assistant general manager of the Tractor and Implement Division.

Step-on Design

An important convenience feature is the step-on design. The vertical frame members supporting the loader arms are more than 14 inches ahead of the rear fenders, providing ample room for the operator to step directly on or off the tractor.

Hill pointed out that the new loader can be used to load manure, sand, gravel, fertilizer, cinders, coal, snow, silage, small grain, and similar materials about the farm. With the standard crane attachment, it can be used to move rolls of fencing, barrels, posts and machinery, and with the dozer blade, it can handle such jobs as leveling and grading, back filling, plowing snow and clearing.

The Ford 79 standard loader, with an overall height of only five feet, eight inches, and overall length of only 14 feet, six inches, is usable in low clearance areas and works successfully in cleaning out

barns, getting in and out of low doors, and working in many other "tight" spots, the manufacturers point out.

No chain falls or hoists are needed to attach or detach the Ford 79 standard loader. One man can attach or detach the loader to any Ford tricycle tractor in less than two minutes. Adjustable leg-type mounting and dismounting stands are built into the loader frame as standard equipment and

automatically support it in the correct attaching position. In addition, quick disconnect self-sealing couplers make it possible to connect or disconnect the hydraulic hoses in seconds without losing oil.

Loader operation is controlled by the operator from the tractor seat with the Ford tractor hydraulic system. The loader connects to the tractor's built-in hydraulic system, using fittings which come as standard equipment.

Equipment for use with the Ford 79 standard loader currently includes a manure fork, manure fork plate, and material bucket. A universal dozer blade, light materials bucket and crane attachment will be available in the near future.

Specifications of the Ford 79 standard loader: total weight, 610 pounds; height of tractor and loader, 68 inches; length of tractor and loader, 14 feet, 6 inches; width of tractor and loader, over-all tractor width; overall height of lift, 10 feet, 6 inches; lifting capacity, 1,000 pounds; break-away lift force, 2,400 pounds; rate of lift (full load to top at 2200 RPM), 6 seconds; points of attachment, one front, two rear.

E. H. Woods Joins Ford as General Sales Head

APPOINTMENT of Edgar H. Woods as general sales manager of the Tractor and Implement Division, Ford Motor Co., Birmingham, Mich., is announced by Irving A. Duffy, vice-president and general manager. Woods fills the vacancy left by the reassignment of O. L. Wigton to a central staff sales position.



Edgar H. Woods

Prior to joining Ford, Woods was vice-president and general manager of the John Deere Plow Co., Baltimore, Md. He had been associated with Deere & Co. since August 1950, serving in various capacities including manager of its Washington, D. C., office and territory manager in Atlanta, Ga. In March 1953, he was named division sales manager of the John Deere Plow Co. of Atlanta. In July 1954, he became vice-president and general manager of the John Deere Plow Co. of Baltimore.

Woods was graduated from the University of Kentucky in 1935, after which he owned and operated a 2,600-acre cotton and grain farm in Mississippi. He served in the Navy from 1942 until 1946. From 1946 until 1948, Woods held several positions, including that of Chief of Field Disposal, with the War Assets Administration in Atlanta, followed by two years in Washington as administrator of the Munitions Board Standards Agency.

He is a member of the American Society of Agricultural Engineers and the Society of American Military Engineers.

They Cultivate The Real Prospects

(Continued from page 102)

for the operation of a new tractor. When we drop back to learn personally how things are working out, our customer has the reassurance that we are backing up our sales personally."

Procedure

When a talk with a prospect has determined that the prospect is a serious one, Light or his partner first suggests a visit to the company lot to view new and used tractors. Used tractors have been reconditioned, cleaned and painted. Going over the features from the standpoint of economy and performance, Light personally demonstrates the tractor to the prospect on the lot, and invites him to operate the machine.

If the prospect does not visit the store, one of these partners calls at the customer's farm and talks about the trade-in value of his machine as he goes over it.

He keeps this visit brief. He mentions a few of the features of a new tractor, but does not over-stay his time nor impose on the customer. He leaves a piece of literature and is off. The personal visit and brief talk give the customer, he feels, something to think about.

Within a week or two he will call the customer by telephone.

"Once we have a serious prospect, we follow him up conscientiously, and keep at it until we win him. But we try not to overwhelm him to the point of annoyance," Light explained.

Parts Inventory

These dealers impress on the customer their large parts inventory and their dependable service.

"We offer to take a tractor or farm machine out to a customer's place for demonstration only where we are sure we have a serious prospect who will profit from a first-hand demonstration. Once we have sold the tractor to him, we will spend as much time as necessary to acquaint him with its operation and until he can operate it smoothly," Light said, indicating that individual demonstrations were costly in transportation, wear and tear on the machinery, and that profitable results too uncertain.



**Breaking all-time
chain sales records—**

Campbell Chain's exclusive

NEW
"MEASURE-MARK"

Marked every 5 feet . . quick, exact measuring
Color-Coded . . instant identification of
chain grade

GREEN "Measure-Mark" for Campbell Proof Coil Chain

RED "Measure-Mark" for Campbell BBS Chain

BLUE "Measure-Mark" for Campbell High Test Steel Chain

ORANGE "Measure-Mark" for Cam-Alley Chain

Chain sellers and users everywhere have been quick to recognize the advantages of new Campbell "Measure-Mark" Chain. No more cumbersome measuring—just count the colored five-foot markings. And you can instantly identify the proper grade of chain with Campbell's exclusive Color-Coding.

Saves time—assures accuracy. Get all the details on this completely new time-and-labor-saving method of handling chain—available only from Campbell. Write today, or ask your Campbell Distributor.



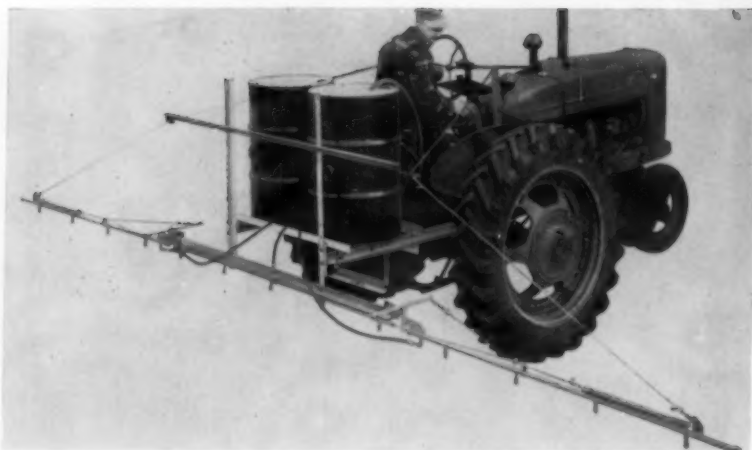
Labels are Color-Coded, too, for instant identification. Space is provided for "Perpetual Inventory" to tell you at a glance just how much chain you have in stock.

AVAILABLE ONLY FROM
CAMPBELL CHAIN *Company*

Main Office, York, Pa.

West Burlington, Iowa • Portland, Oregon • Sacramento, Calif.

Makers of the famous Lug-Reinforced Tire Chains



Versatility Featured in John Bean Sprayers

OPERATIONAL versatility is a major feature of the new complete line of tractor or trailer-mounted John Bean sprayers manufactured by the John Bean Division, Food Machinery and Chemical Corp., Lansing 4, Mich. Adaptability is made possible through a wide selection of component parts: three types of pumps, three barrel mounts, and matching cut-off valves and hose sets. The various combinations possible with these matching units permit the user to make up a rig suited to his particular requirements, at any time, and to meet various spraying needs.

Pump kits available are: the No. 301 Hypro, the No. 302 Spartan, and the No. 303 Royalette. The Hypro is a permanently lubricated ball-bearing pump equipped with nylon rollers, retained in slots of a Ni-resist rust and corrosion proof rotor. It is said to deliver nine gallons of spray per minute at 100-pound pressure. The Spartan is a two-cylinder, plunger-type, high-pressure pump with ball-bearing crankshaft, self-expanding plunger cups, and disk-type valves. It delivers three gallons per minute at 300-pound pressure, according to the manufacturers. The Royalette is a completely enclosed, oil-bath-lubricated pump of the two-cylinder plunger type. It features Sapphire cylinders designed to last a lifetime, even with continuous use of concentrates. It is said to deliver seven gallons per minute at 400-pound pressure. Illustrated is the Model 325-R John Bean tractor-mounted sprayer equipped with a Royalette pump.

The three barrel-mount kits, designed for quick attachment, include the rear-mounted No. 304 standard for tractors with stationary hitch, the No. 305 for tractors with three-point hydraulic lift, and the No. 306 Hi-Clearance mounting that allows the user to cultivate as he sprays. All kits include necessary hooks, bolts, and chains for mounting.

The trailer-mounted sprayers can be used with two 55-gallon drums or a factory-equipped 150-gallon steel tank. A 160-gallon aluminum tank is available for use with liquid fertilizers. Wheel treads on the trailer are adjustable from 72 to 84 inches. Wheels take standard 15-inch tires.

In all, there are 12 completely different models in the line to meet all farming requirements. Pump kits are complete with coupling for mounting directly on the tractor power take-off shaft. The Duoflex boom has 13 nozzles, spaced 20 inches apart. It will uniformly and thoroughly spray a 21-foot, 8-inch swath, the company states. The 4-way hinges allow wings to spring upon striking an obstacle. All controls mount handy to the tractor seat.

Complete information and specifications can be obtained directly from the manufacturer by requesting Catalog L-1147.

Century Circular Gives Sprayer Information

ANSWERS to three questions will tell the dealer or the farmer just what type and size sprayer each purchaser should buy, according to a new circular issued by Century

Engineering Corp., Cedar Rapids, Iowa.

The new circular explains these three questions and shows a dealer how he can quickly determine just what equipment to recommend to each prospect.

In addition, the circular shows Century's complete line of sprayers, including boom, power jet, hand gun and its new high-clearance self-propelled equipment.

The broadsides are available through leading implement distributors from coast to coast. Century offers also an imprinting and mailing program for dealers who wish to circularize farmers in their trade area.

New "Easy-Go" Feed Truck Added to Jamesway Line

A NEWLY designed Jamesway "Easy-Go" 12-bushel feed truck with an all-steel body and dual wheels has been added to the barn equipment line of the James Manufacturing Co., Fort Atkinson, Wis.

The galvanized steel truck rolls on five semi-pneumatic rubber tires from one 39-inch feed alley into another. A pivot caster wheel, interchangeable with the other wheels, turns the feed cart sharply for maneuvering around corners.



Each wheel has a maximum carrying capacity of 165 pounds, the manufacturers state, and the heavy duty tires provide nearly 10 inches of road surface contact for load distribution and easy moving.

The body is 24 inches high (without wheels), 23 3/4 inches wide and 59 1/2 inches long. The flat bottom of the hopper is 30-3/16 inches long. The truck is built of 20-gauge Armco zinc-grip steel which resists the corrosive action of silage. The body is braced with 1" x 1" x 1/8" angle framework, and joined with rust-proof aluminum rivets.

Metal hand grips are on the castor wheel end of the truck.

Solving Maintenance Problems Wins Sales

(Continued from page 100)

"It's the little things you do for people that help build a good reputation," Beasley pointed out. "For example, not too long ago, we delivered a tractor to one of our customers and he paid us cash—\$1250.00 in small bills. When we brought the money in and counted it, we were surprised to find \$1300.00. That customer was mighty grateful when we called on him and returned the \$50.00. It gave us a lot of pleasure, too. But what was more important, our customer made it a point to tell his friends about it whenever the subject of farm equipment came up and we received a concrete reward by having several new farmers open accounts with us.

Beasley feels that every dealer has a duty to do everything in his power to help the farmers in his area solve problems that cost them money. Working as a middle man between the manufacturer of farm equipment and the farmer, the dealer has many opportunities to note the problems facing his customers, to hear varied opinions regarding the solutions to these problems, and to pass these suggestions on to the manufacturer for research and testing. In many cases, the valuable publicity resulting from a dealer's efforts to help his customers has a tremendous impact upon his trading area resulting in plus business.

A case in point is a new, improved bearing for bedder-cultivators which these dealers helped develop.

Farmers using bedder-cultivators in the company's area have long known that an improved bearing was needed. Past experience showed that the old harrow-type bearings caused expensive overhauls right in the middle of the crop season. Some farmers could go a whole crop season without a single overhaul while others had as many as four expensive breakdowns a season. These usually cost between \$70.00 and \$90.00 each.

Though the operator is the major factor contributing to breakdowns, the structure of the old-type bearing gave the operators plenty of maintenance work to do keeping them in top shape. Patterned after the harrow-type bearings, the old bearing's spacer washers needed frequent adjust-

ments. Dust and dirt accumulated easily, prevented passage of grease to the wearing surfaces.

Earlier experiments to improve the bearing had been a failure. These units had the same weakness of other makes of similar design. Two entirely different designs were created. They failed. A sleeve-type bearing with felt seals also failed. Dirt worked into them and froze.

"Our company then built an anti-friction bearing, using a Timken-bearing and sent it down to us for try-outs," Beasley said.

"This unit had a Timken-bearing gang with shaft in two pieces and an adjusting column. The separate piece proved weak and pulled out of the adjusting column.

"When we found it unsatisfactory, W. H. and I put our heads together," Joe Beasley continued. "We sketched a straight shaft to be mounted in a machine box and supported by two Timken-bearings. We protected this bearing from dirt by a double neophrine seal at both ends. The shaft of this bearing was drilled with a grease cup for introducing grease into a

**MORE PROFIT
from
EVERY SALE!**



You increase your margin of profit with every sale of Herschel repair parts and farm supplies . . . and NOW is the time to set up a more profitable sales program. Ask your Herschel representative about the parts and farm supplies your customers need. He can give you valuable advice in the selection of stocks that give better service to your customers . . . more profits and faster

turn-over for you. Ask the man from Herschel how to make this year your PROFIT YEAR!

HERSCHEL CUTTING PARTS ARE AVAILABLE TO FIT ALL MAKES OF MOWERS AND COMBINES

Every farmer in the area is a prospective customer for the Herschel dealer . . . because there are Herschel cutting parts available to fit ALL MAKES of mowers, combines, forage harvesters and swathers. The big 326-page Herschel Catalog illustrates and describes them . . . also the large selection of other Herschel repair parts and farm supplies. Write for FREE COPY; ask also for the handy Herschel Wall Chart showing parts available to fit all makes of power mowers.

R.HERSCHEL
MANUFACTURING CO., INCORPORATED

FACTORY AT PEORIA, ILLINOIS

Branches: Omaha, Neb.; Minneapolis, Minn.;
Toledo, Ohio; Harrisburg, Pa.; Auburn, N. Y.
DISTRIBUTORS: R. C. Cropper Co., Macon, Ga.
Southern Supply Co., Dallas, Texas

Ask your Herschel Salesman about "HERCROME" Knives,
Sections and Guards -- the miracle of modern cutting.

reservoir in the center of the machine box. When the reservoir was filled, there was a bleeding action outward under the neophrine seals which carried any dirt away. One shot of grease per day maintained enough pressure within the reservoir to keep dirt out.

The bearing development by the Beasley's and their company proved an outstanding success. One of the largest potato corporations in Beasley's area, after testing the new bearings wrote, "We farm 800 acres and average five times over in bedding and cultivating. We used a group of three bedder-cultivators in this work. Our particular disk gang assemblies did not require repair or adjustments other than disks worn out in fair wear and tear. Another make of disk gang assembly . . . required heavy use of grease and repairs. Replacements were costly. . . ."

This improved gang was introduced to the trade in the fall of 1954. As soon as folks saw what the bearing could do, demand far exceeded supply.

"These bearings can be replaced at the low cost of \$3.40 each; the seals for only \$3.50 each.

That's about all the expense because labor charges are at a minimum. To remove the bearing, you simply have to remove one bolt and drop the gang out. To remove the disks and flange assemblies you take off two nuts. It takes a maximum of 20 minutes to replace the bearings.

"We haven't established how long the bearings will last yet, but we estimate that, with proper care, they should go five years without any trouble!", W. H. Beasley pointed out.

Helps Customers

"We spent a lot of time working on that bearing," Mr. Beasley concluded, "because we felt that it would help our customers save a lot of time and money. We feel that improvements such as the bearing can be developed by dealers if they're alert to such promotional possibilities. Our customers were greatly elated over the bearing, and they have spread the word throughout our trading area that we had a big hand in making their savings possible. You can't buy advertising like that at any price!"

John Deere, Baltimore, Has New General Manager

K. M. MONROE, of Moline, Ill., became general manager of the John Deere Plow Co., Baltimore, Md., effective March 15, according to a recent announcement from Deere & Co.

Monroe succeeds E. H. Woods, who resigned earlier this year as manager of the Baltimore branch house, which serves John Deere



K. M. Monroe

dealers in the central eastern seaboard states. J. L. Deffenbaugh of Deere & Co., Moline, was acting manager during the interim.

Monroe has been a member of the John Deere organization since 1939. Formerly a territory manager and then division manager for the company's Milwaukee, Wis., sub-branch, he had been manager of the central Illinois sales division of the John Deere Plow Co. of Moline since 1951.

Demonstrations Doubled Cotton Picker Sales

(Continued from page 108)

enough about the future of the mechanical cotton picker to make special provision for its handling. The big machine is too bulky for the neat little display building and repair shop. A special warehouse and display lot have been delegated to it, two blocks removed from the main building. Here, a force of skilled mechanics put in much of its time in setting up the pickers, cleaning and repairing them.

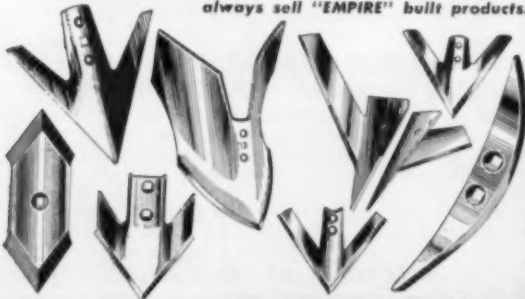
Farmers like to go to the warehouse and see the big machines, some of them in the process of being assembled, others fresh from

HARD but SPRINGY "EMPIRE"

BUILT TILLAGE TOOLS

Resist Shocks and Jolts Acres Longer . . .

"EMPIRE" built Tillage Tools work better, last longer and outperform ordinary brands because they are made of special analysis, super tough high carbon steel HEAT TREATED by our exclusive ISOTHERMAL process. Extra toughness is tempered into every piece. Assure your customers of Sweeps, Shovels, Teeth, Hoes, Furrowers, Steels, etc. that do a better job longer—always sell "EMPIRE" built products.



HEAT TREATED
FOR TOUGHNESS
TEMPERED
FOR PERFORMANCE

THE EMPIRE PLOW COMPANY
"Specialists in Tillage Tools Since 1840"
CLEVELAND 27, OHIO

1840

1956



a field demonstration, with cotton still clinging to the picking units.

"They come to look at the picker," Cross concluded, "but they don't come here to buy. The sale isn't made until the farmer gets his hands on the operating end of the picker in his own field, and, with his own eyes, sees the spindles pick cotton faster than human hands."

Specialty Lines

(Continued from page 104)

comes from these lines. What major machinery it does sell, however, brings a realistic profit.

Supplying equipment for irrigation and for cotton gins makes for a profitable set-up, Cox says, since each has a different and almost opposite season from the other. That gives the company an opportunity to utilize the same selling and service organization for promoting business in both industries.

Six men make up the organization for selling the two industries, and some of the six salesmen double as service men, too, because of their exceptional mechanical knowledge of the two specialized lines—engines and carburetors.

The men call on irrigation farmers in the winter and spring to talk irrigation engines and the conversion of their other engines to the use of butane or natural gas. They work the irrigation field until most farmers have bought their major equipment needs for the coming season, then the salesmen switch to ginner in late spring and work them into the summer, since the ginning season does not open until around October 1.

The company has sold about 100 large engines for powering gins, at prices ranging up to \$20,000 each. It considers that these large engines should be completely overhauled every four years. Consequently the service department has worked out a program in which it re-builds about 25 engines a year. This results in steady income for the service department, since a rebuilding job on one of these large gin engines runs to as much as \$6,000.

It is the job of the salesmen calling on ginner to keep a record of all engine sales, so that they may suggest overhaul jobs at the proper time, and well in advance of the actual time for doing the job, in order to keep an even flow of work moving through the service department. The same salesmen sell

carburetion conversions.

The service department has six men particularly well-trained to overhaul engines. When they go to a gin to do a major job, or if the engine is brought to the shop, three of the men work as one crew. The other crew of three take the place of the first at the end of the working day.

"This is particularly important when we repair a breakdown during ginning season," Cox points out. "When a ginner has a breakdown during ginning season, it really is a serious matter. He not

only is losing business, but he is keeping customers waiting or driving them to some other gin. Consequently he demands speed in service.

"We send out six men, and the foreman divides them into two crews. Three of them work straight through for 12 hours, then the others relieve them and work 12 hours, day and night. Thus the customer sees that we're going all-out to get him out of trouble and he is inclined to remember this when he needs a new engine or carburetor."

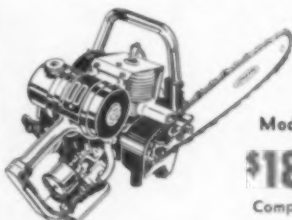
WHY SO SAD?



*His costs were up, his production down
Until he changed his line*

*Now he's a **LOMBARD** Chain-Saw Man
This fella's doing fine!*

**(Turn the page upside down and SEE how happy he is NOW!)*

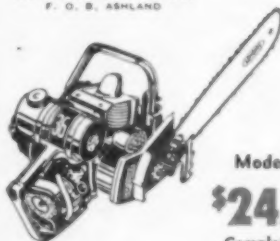


Model "DD"

\$183.00

Complete Saw

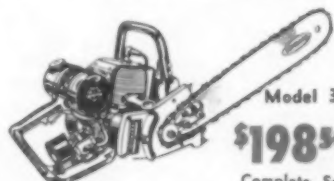
ALL PRICES ARE FOR 16" SIZE
F. O. B. ASHLAND



Model 36

\$245.00

Complete Saw



Model 34

\$198.00

Complete Saw

Please rush complete information
on the Lombard Chain Saws

- ☐ I handle Chain Saws
☐ I am a Dealer

Make _____
Name _____
Address _____
City _____ State _____

LOMBARD

6 Main St., Ashland, Mass.


THE NEW
Ferguson 40



Joins the Ferguson Profit Line of 3 Hi-40 Tractors and Famous 35

POWER COMMAND

WITH ADVANCED **FERGUSON
SYSTEM**



Power Command is the integration of the advanced Ferguson System with other Ferguson firsts to give farmers complete and instant command over tractor and implement operation.

Now farmers who prefer mid-mount cultivation can have it, and the advanced Ferguson System, too, in this new, longer, more powerful Ferguson "40" or in a choice of three high-clearance models: "Hi-40" four-wheel, "Hi-40" dual-wheel tricycle or the "Hi-40" single-wheel tricycle.


That's not all! While Ferguson Dealers are

broadening their base for record-breaking tractor sales, Ferguson is and will be announcing exciting new implements . . . implements which can be demonstrated to be superior.

Supporting these new product announcements is the greatest advertising campaign in Ferguson history plus traffic-building and farm demonstration programs—geared for sales.


This is what Ferguson Dealers have. You, too, can GO with Ferguson, the Franchise with a Future. Write or wire. *Ferguson, Racine, Wisconsin.*

Ferguson




NEW POWER STEERING

Even more valuable
on your tractor than
on your car. (Factory
installed option.)



HEAVIER, LONGER, MID-MOUNT, TOO! New Mid-Mount Cultivators available for the Ferguson "40" and "Hi-40" models.



NEW, 12-VOLT ELECTRICAL SYSTEM

Faster, surer cold
weather starts.

NEW SALES OPPORTUNITIES

- ★ New, 5 Tractor Models
- ★ Exciting New Implements
- ★ Sales-Packed Promotions
- ★ Biggest Advertising Program in Our History



RED BRAND

GIVES YOU POWERFUL SELLING HELP

The Brand Sells Itself. RED BRAND is marked to help the brand sell itself. Farmers know RED BRAND'S top red wire, bright red barbs and red top on steel posts identify the best in fence value. RED BRAND'S long-standing reputation is stronger today than ever. In addition to usual RED BRAND qualities, Keystone, makers of RED BRAND, gives the product the exclusive process of *Galvannealing*® which fuses zinc deep into copper-bearing steel wire . . . locks rust out years longer.

Advertising Brings In The Farmer. Powerful advertising in farm radio, on television and in national and state farm magazines bring the farmer to your point of sale by proving the advantages of RED BRAND over ordinary galvanized fence. The trend is to larger, better-equipped farms. Good fence, along with many other things you sell, is essential on the modern farm, and RED BRAND advertising is geared to this market. Take advantage of this advertising help.

Educational Promotion is Indirect Sales Help.

Farmers are becoming familiar with RED BRAND'S educational program, called Practical Land Use, which is designed to help the farmer to farm better. Radio shows, along with RED BRAND magazine advertising, invite the farmer to your place of business. Helpful literature, which guides the farmer to better soil practices, is furnished dealers. Improved soil practices in your selling area call for more fencing and many more of the products you sell.

Write today for more details on how we help you sell.

KEYSTONE STEEL & WIRE COMPANY

Peoria 7, Illinois

Makers of Red Brand® Fence • Red Brand® Barbed Wire •
Bale Tie • Red Top® Steel Posts • Nails • Keyline Poultry
Netting • Ornamental Steel Posts • Non-Climbable Fence •
Gates • Keymesh® • Keycorner • Keybead

The Only Fence Line that Sells on Sight!



MAY, 1956

T. W. McALLISTER, Vice-Pres., Managing Director
RALPH E. KIRBY, Editor **FRANCES A. KELLY, Assistant Editor**

BARON CREAGER, Southwestern Editor
 (7713 Inwood Road, Dallas 9, Texas)

CHARLES E. SMITH
 Business Manager

J. A. MOODY
 Production Manager

Business Representatives

E. L. ROGERS, 299 Madison Ave., New York, N. Y., Phone: Murray Hill 2-4959;
J. D. PARSONS, 39 Atlantic Ave., Cohasset, Mass., Phone: Cohasset 4-0712;
KARL MAYERS, 11 Ale Wives Rd., RFD 2, Norwalk, Conn., Phone: Temple 8-2187;
GEORGE ISHERWOOD, 590 Rutherford Drive, Springfield, (Del. Co.) Pa., Phone K.I.
 3-0760; **HUGH AULL**, 333 N. Michigan Blvd., Chicago, Ill., Phone: CE-6-4131;
A. E. C. SMITH, P. O. Box 3054, Cleveland 17, Ohio, Phone: Cherry 1-7352;
L. B. CHAPPELL, 810 S. Robertson Blvd., Los Angeles 35, Calif., Phone: CE 4-
 5151; **W. C. RUTLAND**, P. O. Box 102, Gastonia, N. C., Phone: 7-7995; **BARON**
CREAGER, 7713 Inwood Road, Dallas 9, Texas, Phone: FL-7-2937; **RAY RICKLES**,
 814 Chamber of Commerce Bldg., Miami, Fla., Phone: 9-1405.

Published Monthly by

W. R. C. SMITH PUBLISHING COMPANY

Editorial and Business Offices

806 Peachtree Street, N. E., Atlanta 8, Georgia

Publishers Also of

TEXTILE INDUSTRIES

SOUTHERN AUTOMOTIVE JOURNAL

SOUTHERN BUILDING SUPPLIES

SOUTHERN POWER & INDUSTRY

ELECTRICAL SOUTH

SOUTHERN HARDWARE

The company's service department works the same way when repairing an engine for a farmer during irrigating season. If his engine breaks down while he is irrigating, the service men stay with him until the engine's operating again, even though it requires a crew working all night in order to do it.

Cox believes this type of service is more responsible than any other factor in building engine and carburetor business with irrigators and ginniers.

Salesmen work most of their time outside, calling on farmers and ginniers on their own premises. They obtain leads mainly from talking to customers and from tips supplied by friends or picked up from customers in the store and passed along to them. They do comparatively little "cold turkey" canvassing, for the reason that they generally have ample direct leads to keep them busy without that.

"We stick strictly to these two specialized lines in our business with irrigators and ginniers for several reasons," Cox explained.

You Can Make 3 PROFITS When You Sell 1 WHIZ!

... for mowing, fencing, clearing

PROFIT from the adjustable mower leveling attachment with blade for cutting brush, tall grass and even lawns, fast and clean!

PROFIT from the 7" post hole auger—digs two feet in less than a minute! Easily attached.

PROFIT from the basic 20" saw unit—cuts posts and timber up to 12" in 4 positions from horizontal to vertical. Also 18" and 26" models available.



One WHIZ heavy-duty power unit handles these three and a number of other attachments with ease! Unit for 20" and 26" saws is SELF-PROPELLED! Other attachments available: CHAIN SAW — ROTARY TILLER — EDGER AND GRINDER.

IF YOUR JOBBER CANNOT SUPPLY YOU, WRITE TO

ROOT MANUFACTURING CO., INC.

127 East Eleventh St.

Baxter Springs, Kansas

STAR

SERVICE SHARES

Patterns are available for practically all plows, listers, middlebreakers in No. 1 soft center or No. 2 crucible steel of the highest quality obtainable. Also, we are now producing a new line of Star Blade-Type Plow Shares—in regular and short patterns—made from solid steel, rolled to our own strict specifications, and automatically heat treated for maximum strength and wearing qualities. You'll want complete details now.



FULLY GUARANTEED

AS TO QUALITY, FIT AND FINISH

STAR MANUFACTURING COMPANY

DIVISION OF ILLINOIS IRON & BOLT CO.
 CARPENTERSVILLE, ILLINOIS, U.S.A. (EST. 1873)

"An important one is that our salesmen do not have to be engineers in order to sell engines and carburetors. They simply have to know their merchandise and what it will do for the prospect. Another reason we don't try to expand into other lines for the two industries is that other lines are too far afield from our basic business, farm machinery and equipment."

The salesmen who sell engines to farmers and ginners know enough about their product to be able to survey a man's power problem and determine the actual power he needs to perform the job he has in mind. In the case of selling an engine for irrigation, the salesman checks the depth of the well, the acreage to be watered, size of the well-hole, size and make of pump used, and the terrain. Knowing these factors, he can tell the prospect exactly how much engine power he needs.

They do basically the same thing when talking to a ginner. Company salesmen know gin machinery sufficiently to understand what power is needed to run a specific make of gin and what it requires in power for each stand operated.

"Our men are cautioned particularly not to under-power a customer's machinery, whether it be a gin or an irrigation pump," Cox says, "for if the power is not sufficient to give maximum pull with some to spare the customer is not going to be satisfied in the long run, and he will have forgotten the money he saved by taking a smaller engine. We don't over-sell on power, of course, but it's better to sell more power than needed than not enough. The customer will soon forget the extra money he paid for more power, but he will never forget the trouble caused by under-powering."

Ford Announces New Line of Spring Tooth Harrows

A NEW LINE of two-, three-, and four-section spring tooth harrows, designed to mount on all Ford tractors, is announced by the Tractor and Implement Division, Ford Motor Co., Birmingham, Mich.

The new Ford spring tooth harrow line also is available in two-, three-, and four-section units for use as pull-type implements with Ford and Fordson Major Diesel tractors, according to E. H. Woods, general sales manager.



- 100 or 150 Gal. Tank
- 8 1/2 or 11 1/2 H.P. Engine

MAKE MORE PROFITABLE SALES FASTER

with **THE HAHN HI-BOY**

SPRAYS BETTER, CHEAPER, FASTER

The Self-Propelled, High-Clearance Sprayer

Hahn's aluminized tank and booms give better service longer—Hi-Boy's trouble-free nozzle saves you time and money—lets you spray for an entire season without nozzle trouble. Chemicals pass through strainers three times.

HOW HI-BOY HELPS MAKE MORE COTTON PROFITS:

- Gives Cleaner Cotton
- Increases Picker Efficiency
- Allows Earlier Cotton Picking
- Makes More Accurate Bottom Defoliation (this is Hi-Boy's big pay-off)

Sell Hi-Boy and make more profit

NOW... Your Customers Can

TILL — SPRAY — MOW — LIFT

with **POW-R-BOY**


(Formerly Triple-M)

HAHN, INC.

Hahn's new line for more attractive lawns and gardens—it will make more profit for YOU! Get details from Hahn now!

1825 W. Franklin St.

Evansville, Ind.



MILKING MACHINE REPLACEMENT PARTS

3R FOR PERFECTION RITE WAY SEARS WOODS ANDERSON CLEVER EASY LOCAL BRANDS • 21 SHL	RS FOR RITE WAY SEARS WOODS NATIONAL	2SU FOR SURGE	3SU FOR SURGE	176 FOR EMPIRE MC-CORMICK DELRING ANDERSON WOODS	83 FOR MC-CORMICK DELRING EMPIRE	81 FOR PERFECTION • 20 SHL SEARS • 20 SHL TUB	2M FOR MARLOW COMDE
8R FOR COMDE	13R FOR COMDE • 20 SHL MARLOW	426 FOR HINSHAW CHORE BOY MARLOW	05D FOR DE LAVAL • 40 SHL	08D FOR DE LAVAL • 40 SHL • 40 SHL ANDERSON	09D FOR DE LAVAL • 40 SHL WITH 424 ADAPTER	6M FOR DE LAVAL • 40 SHL • 40 SHL • 40 SHL • ALL WITH 424 ADAPTER	6S FOR UNIVERSAL • 40 SHL • 40 SHL

Get this Display Board FREE!

Sets you up as Rubber Replacement Parts Headquarters for all leading makes of Milking Machines.

Write today for full details.

CROWN DAIRY SUPPLY CO.

327 W. College Avenue



Waukesha, Wis.

"GROWING WITH FORD TO GET AHEAD"



**Starting his Ford Tractor and Implement dealership with a small investment—
in six years his volume has reached a quarter-million dollars!**

When Otto Ferguson's ability and energy ran head-on into a Ford dealership opportunity, the result was a smashing success. Here's the story of how that success came about.

Long before Otto acquired his present dealership, he had gained a liking for farmers and an understanding of their problems. He majored in agriculture at Louisiana State University, and upon graduation worked as a vocational ag teacher. Later, he spent 12 years as an employee of the Soil Conservation Service, and still later he successfully operated a Ford Tractor dealership in McComb, Mississippi.

Then the opportunity came along to buy the dealership in Monroe, Louisiana. Otto was able to take it over for a comparatively small investment. He didn't even have to draw on his credit for operating expenses—necessary funds were provided by the business itself. When Otto took over, in February of 1950, the Monroe dealership was doing a volume of around \$150,000 a year. In six short years, Otto has built it to its present annual volume

of approximately a quarter of a million dollars.

In accounting for his success, Otto puts the help and support of his family as a most important factor. His wife Ivie, a competent bookkeeper, has worked side-by-side with him in the business. Most of the remaining credit, Otto says, must go to the quality and versatility of the Ford Tractor and Implement line, and the confidence farmers have in Ford products. He does not believe he could have done a comparable job with any other line of farm machinery. Basing his judgment on 17 years of watching and working with farmers, Otto is convinced that Ford offers the best dollar's worth, and the most practical line of farm equipment for the majority of farmers in his area. And he knows that these products are made even more acceptable by the reputation for dependability and fair dealing of the Ford Motor Company.

Otto Ferguson's success story is proof that you can start small and grow big fast with Ford. And his story proves once again that it's better to be *with* Ford than to *watch* Ford!

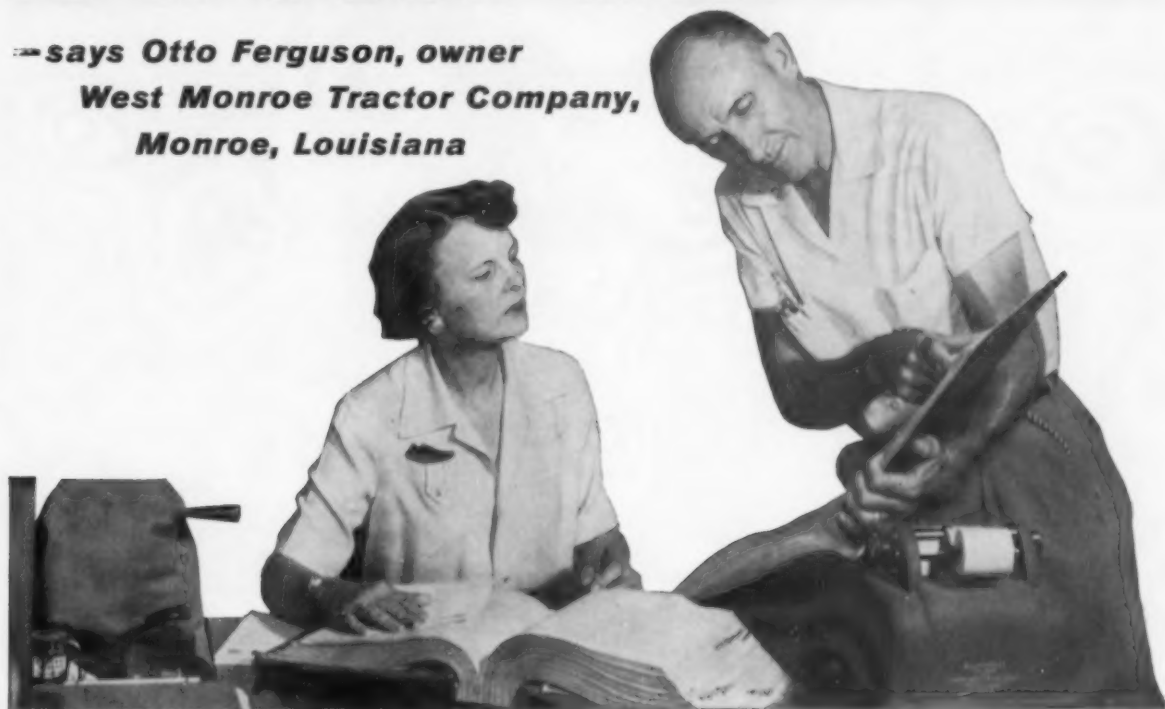


**TRACTOR AND IMPLEMENT DIVISION
FORD MOTOR COMPANY**

Birmingham, Michigan

IS A GOOD WAY

**—says Otto Ferguson, owner
West Monroe Tractor Company,
Monroe, Louisiana**



It takes the best in service to keep satisfied customers. Otto is a good mechanic himself and keeps in close touch with shop and service problems. He knows parts and inventory control, and works closely with Parts Manager E. E. Beatty to make sure that stocks are complete and well-organized. Otto believes that Ford is sure to become the nation's number-one supplier of farm machinery. And he's helping to make this prediction come true by enhancing the Ford reputation for dependability of parts and service.

Otto Ferguson knows that good salesmen and good sales planning are essential to any Ford Tractor and Implement dealership. Each morning, he holds a session with salesmen Perry McCormick and Quinten Hollis to check the previous day's work, and plan for the day ahead. The friendly attention which his salesmen give to the farmer's problems—and their readiness to demonstrate Ford equipment right in the field—have played a big part in the success of Otto's business.



ADVERTISER'S INDEX

A

Acme Shear Co. *

Adams Co., C. F. *

Adjustable Clamp Co. *

Air-Dri Associates 49

Allied Wheel Products, Inc. 88

Allis-Chalmers Mfg. Co. *

Aluminum Goods Mfg. Co. *

American Chain & Cable Co., Inc. 17, 18

American Pad & Textile Co. 85, 92

American Steel & Wire Co., Cyclone Fence Div. 2

Ames Co., O. 59

Animal Trap Co. of America. *

Arrow Fastener Co., Inc. *

Atlantic Industrial Corp. *

Atlantic Steel Co. 32

Atlas Tack Corp. *

Aurora Pump Division, New York Air Brake Co. 132

B

Bassick Co. *

Bernz Co., Inc., Otto *

Bethlehem Steel Corp. 80, 81

Baker & Co., H. 72

Bommer Spring Hinge Co., Inc. *

Brearey Co. 71

Brink and Cotton Mfg. Co. *

Bronson Reel Co. 11

Butcher Polish Co. *

C

Calbar Paint & Varnish Co. 93

Camillus Cutlery Co. 69

Campbell Chain Co. 117

Carolina Washboard Co. 88

Case Co., J. I. 131

Champion DeArment Co. *

Chattanooga Royal Co. 82

Chestflex Corp. 71

Clark Brothers Bolt Co. *

Classified Ads 96

Clemson Bros., Inc. *

Cleveland Mills Co. 53

Coal Chemicals Div., U. S. Steel Corp. *

Coleman Company, Inc. *

Colorado Fuel & Iron Corp., Wickwire Spencer Steel Div. 55

Colt's Patent Fire Arms Mfg. Co., Inc. *

Columbia Malleable Castings Corp. 78

Columbian Rope Co. *

Consolidated Wire Prod. Co. *

Consumers Glue Co. 29

Continental Scale Corp. *

Cook'n Tools, Inc. 73

Corning Glass Works *

Crescent Tool Co. *

Crown Dairy Supply Co. 127

Cyclone Fence Dept., United States Steel Corp. 2

D

Dazey Corp. *

Deere, John 115

Dempster Mill Mfg. Co. 98

Deming Company *

Diamond Calk Horseshoe Co. 62

Draper-Maynard Company *

Dural Products Co. *

E

Electric Wheel Co. 113

Ellinor Village 86

Empire Plow Co. 120

Enterprise Mfg. Co. *

Evans Rule Co. 68

F

Fairbanks, Morse & Co. 109

Federated Mutual Implement & Hdw. Insurance Co. 67

Fittler Co., Edwin H. 72

Fleming and Sons, Inc. 64

Fletcher-Terry Co. 54

Flex-O-Glass, Inc., (Warp Bros.) *

Flint & Walling Mfg. Co., Inc. *

Follansbee Steel Corp. *

Ford Motor Co., Tractor & Implement Division 128, 129

Fuller Tool Co., Inc. *

G

General Steel Warehouse Co., Inc. *

Geyer Mfg. Co. 86

Gleason Corp. *

Gould Pumps, Inc. 103

Graham & Co., Inc., John H., Bevin Bros. Mfg. Co. Div. *

Graham & Co., Inc., John H., (G. W. Griffin Div.) *

Graham & Co., Inc., John H., King Cotton Cordage Div. 95

Greenlee Tool Co. *

Griffin Mfg. Co. 83

H

Hahn, Inc. 127

Handy Hook Div., Vado Products Co. 9

Haves Spray Gun Co. *

Hemp and Co. *

Herschell Mfg. Co., Inc., R. 119

Hillierich & Bradshy Co. *

Hodell Chain Co. *

I

Ideal Brass Works, Inc. *

Ideal Fishing Float Co. *

Ingersoll Products Division, Borg-Warner Corp., (Discs) Back Cover

International Harvester Co., (General Line) 101

Irwin Auger Bit Co. *

J

Jackson Mfg. Co. *

Jackson Mfg. Co., W. L. 28

Jones & Laughlin Steel Corp. *

K

Kaiser Aluminum & Chem. Co. 111

Kellogg Brush Mfg. Co. 93

Keuffel & Esser Co. *

Keystone Steel & Wire Co. 124, 125

King Hardware Co. 77

L

Lamson & Sessions Co. 15

Landers, Frary & Clark, (Universal Products) *

Landers, Frary & Clark, (Dazey Corp.) *

Langley Corp. *

Larson Co., Chas. O. 87

Lebanon Chemical Corp. 79

Libbey-Owens-Ford Glass Co. 50

Lineum Thread Co., Inc. 58

Lombard Governor Corp. 121

M

Mall Tool Co. *

Marshalltown Trowel Co. 94

Massey-Harris Co. *

Massey-Harris Ferguson Inc. 122, 123

Master Lock Co. *

Maze Co., W. H. *

Midland Industries, Inc. *

Minneapolis-Moline Co. Front Cover

Moe Light, Division of Thomas Industries, Inc. *

Moeller Mfg. Co. 23

Montague-Ocean City Rod & Reel Co. *

Mouli Mfg. Co. *

Murray Ohio Mfg. Co. Second Cover

Myers & Bros., F. E. 24

N

National Metal Products Co. *

National Screw & Mfg. Co. *

New Bedford Cordage Co. 66

New Holland Machine Co. 107

New York Wire Cloth Co. *

Nicholson File Co. *

Noble Mfg. Co., Inc. 91

O

Osrow Products Co. *

Ox Fibre Brush Co., Inc. 65

P

Paine Co. 85

Papee Machine Co. *

Penens Tool Corp. 1

Penn Fishing Tackle Mfg. Co. *

Peters Cartridge Div. 13

Petersen Mfg. Co. *

Phoenix Manufacturing Co. *

Plymouth Cordage Co. *

Portable Electric Tools, Inc. 3

Porter Corp., J. E. 27

Power Products Corp. 56, 57

Proen Products Co. 95

Propulsion Engine Corp. *

R

Radiator Specialty Co. 96

Red Devil Tools Third Cover

Red Head Brand Co. *

Reeve Company *

Remington Arms Co. *

Reynolds Metals Co. 61

Richards-Wilcox Mfg. Co. *

Root Mfg. Co., Inc. 126

Royal International Corp. *

Ruberoid Co. *

Russell, Burdall & Ward Bolt and Nut Co. 25

S

Samson Cordage Works 22

Sandvik Saw & Tool Corp. *

Savage Arms Corp. *

Lawn Mower Div. *

Schlueter Mfg. Co. 7

Schwartz Mfg. Co. *

Sevill Mfg. Company *

Shaw Mfg. Co. *

Sherman Mfg. Co., H. B. *

Sherwin-Williams Co. 20, 21

Silent Sioux Corp. 26

Smith and Co., D. B. *

South Bend Tackle Co. *

South Bend Toy Mfg. Co. *

Southern Hardware *

Southern Screw Co. *

Southern State Iron Roofing Co. *

Spraying Systems Co. *

Stanley Works 30, 31

Star Expansion Bolt Co. 73

Star Mfg. Co. 126

Strait-Line Products, Inc. 87

Strataflo Prod., Inc. 93

Sunflower Industries, Inc. *

Sunset Line & Twine Co. 69

Supreme Products, Inc. 63

Swan Rubber Company *

Swing-A-Way Mfg. Co. *

T

Tait Mfg. Co. 5

Taylor Chain Co., S. G. *

Tennessee Coal, Iron & R. R. Co. *

Tractor & Implement Division, Ford Motor Co. 128, 129

True Temper Corporation *

Turnbuckles, Inc. 92

Turpentine & Rosin Factors, Inc. 84

U

Union Fork & Hoe Co. *

Unifilter Co. 60

United States Rubber Co., (Cycle Tire Dept.) *

United States Steel Corp. 2

United States Steel Corp., Coal Chemicals Div. *

UMCO Corp. *

Universal Converting Corp. *

Upton Brothers, Inc. *

Utica Drop Forge & Tool Co. *

V

Vadco Products Co. 9

Victor Saw Works, Inc. *

Vichek Tool Co. 70

W

Want Ads 96

Warp Bros. *

Washburn Co. 68

Weber Lifelike Fly Co. *

Wickwire Bros., Inc. *

Wickwire Spencer Steel Div. of The Colorado Fuel Iron Corp. 55

Wire Products Company 70

Wisconsin Motor Corp. *

Wood Shovel Tool Co. *

Wooster Rubber Co. 74

Wright Steel Wire Co., G. F. 85

Wyatt Mfg. Co. *

Y

Yale & Towne Mfg. Co. *

Yardley Plastics Co. 105

Z

Zebeo Company *

CASE Dealers

have plenty to shout about...

Sensational 12 Speeds World's Record for Fuel Economy

NEW
"300"

NEW
"400"



In both the big-selling sizes of tractor . . . bellwethers for the whole farm machinery business . . . Case dealers have spectacular tractors with exclusive sales appeal.

Nothing in the 3-plov class approaches the 12-speed Case "300" in Tripl-Range capacity to make the most of engine power and precious man-hours. Nothing in any size class has ever in official test put out so much power per pound of gasoline as the 4-plov Case "400" with Powrdyne Engine.



There may be an opportunity for you . . .

A bright future beckons to dealers who build their careers with Case. Besides the new 3-plov and 4-plov tractors, gas and diesel in many models, they have the big 6-cylinder, 5-plov "500" Diesel. They have new combines, new spreaders, new and the most complete line of balers and forage harvesters, a host of new implements. In the great and growing organization of Case dealers there are promising places for additional men to establish and expand Case dealerships. There may be a place for you. We invite your inquiry. J. I. Case Co., Racine, Wis.

Blast to new records
with

AURORA



**GUIDED
SELLING**

WATER SYSTEM

Profits

for DEALERS and DRILLERS

Satisfaction

for FARMERS and SUBURBAN HOMEOWNERS

LASTING DEPENDABILITY • A TYPE FOR EVERY NEED



SHALLOW
WELL

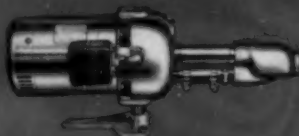
AURORA

Mainliner

WATER SYSTEMS

These packaged units are available in 1/3 and 1/2 horsepower — foot mounted or tank mounted with 17 or 30 gallon tank. Mainliners prove that quality leaders can be competitively priced.

BULLETINS 133-ML and MLF



CONVERTIBLE

AURORA

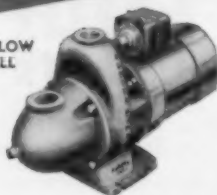
Mainliner

Larger Jet Pumps

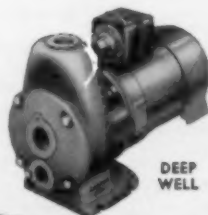
Available in 3/4, 1, 1-1/2, 2 and 3 h.p. sizes. Packaged, readily convertible shallow to deep well. Capacities, shallow well to 6400 g.p.h.; deep well to 3800 g.p.h. Stainless steel shaft; impeller, sealing ring, jet nozzle and jet tube all-bronze.

BULLETIN 133-MLA

SHALLOW
WELL



DEEP
WELL



CELLAR DRAINERS

For draining basements, elevator and boiler pits and low spots where water gathers, 1/3 h.p. motor. Available in Standard (left) and Submersible (right). Modern, automatic, electric. Capacities up to 3,700 g.p.h.

BULLETIN 103-DW



AURORA PUMP DIVISION
THE NEW YORK AIR BRAKE COMPANY

AURORA • ILLINOIS



**AURORA Pump-Master
Turbine-Type
WATER SYSTEMS**

These famous self-priming packaged units are compact, lasting, trouble-free. Install and then forget. As shown, in 1/4 h.p. (325 g.p.h.) Other pump sizes up to 3,000 g.p.h. Available with or without storage tank — also gas engine drive for all sizes.

BULLETIN 112-A



AURORA

*Submersible
PUMPS*

These unsurpassed submersible pumps deliver quiet, non-interrupted water supply with exceptional **ECONOMY** — for suburban homes, farms, estates and institutions. For 4" and larger wells. Capacities to 2,100 g.p.h. Water levels to 400 feet. Corrosion-resistant. Factory-sealed. Permanently Lubricated U.S. Motor. Easy, one pipe installation. Highest standards of quality and precision.

BULLETIN 130



AURORA PUMP DIVISION
THE NEW YORK AIR BRAKE COMPANY
77 DEARBORN St., Aurora, Illinois

Gentlemen: Tell me more about AURORA WATER SYSTEMS and your SALES HELPS. No obligation. I am particularly interested in the Bulletins ☐ 133-ML & MLF, ☐ 112-A, ☐ 133-MLA, ☐ 130, ☐ 103-DW.

Firm
My Name
Address
City State
My Wholesaler
Address

Not a Luxury but a Necessity

Red Devil PAINT CONDITIONERS

"Tube System" Paints

The new tube system makes a Red Devil Paint Conditioner mandatory. The NEW offset can clamp on the Red Devil No. 30 mixes tube system paints PERFECTLY.

Absolutely Safe

Red Devil's EXCLUSIVE, patented, positive action clamp grips can firmly by the ends—rather than by the sides—seals lid in place during entire shaking action.

Guaranteed

Red Devil Paint Conditioners are guaranteed to mix paint perfectly. They are guaranteed against defects in parts or workmanship. Within one year of purchase Red Devil will repair or replace, without charge, any part or parts determined to be defective.

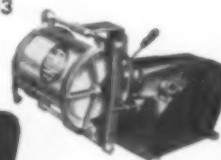
The Industry's Biggest—Fastest Seller

Red Devil No. 30 Paint Conditioner

Capacity: 14 quarts to 1 gal.
Motor: $\frac{1}{2}$ HP, 60 cycle, 110 volt AC.
Oscillations: 1350 per min.
Timer: automatic, integral
Shaker—30 sec. to 15 min.
Accessories Available: Pedestal base, Pedestal base with feet, Counter base, Square can adapter, Four can adapter.



Red Devil NO. 33 PAINT CONDITIONER



For up to 5 gallon cans

Comes with adapter for shaking
FOUR ONE GALLON CANS IN CARTON—
speeds service—up to 4 times as fast.

Capacity: Up to 5 gallons, U. S. Standard.
Oscillation: Patented triple three-way action.
Motor: $\frac{1}{2}$ HP, 60 cycles, 100 volts AC (other
currents and explosion proof motor available).
Operating Space: $15\frac{1}{2}'' \times 39''$.
Standard Attachment: 2 gallon; odd size adaptors.

Also Available:

No. 31 Portable Paint Mixers

3 models available to fit up to 5, 30 and 55 gallon drums.



Call your jobber
TODAY!

Red Devil Tools.

Union, N. J., U.S.A.

World's Largest Manufacturer of Painters' and Glaziers' Tools Since 1872.

1800

Tough Tillage?



Below: Athens Model F 16/22 Harrow discing cornstalk land with Ingersoll Dura-Notch discs.



easy does it... with **Ingersoll Discs**

Handling tough tillage jobs is all in the day's work for this Athens No. 23 disc plow equipped with husky 26-inch Ingersoll discs. Plowing soils that are hard and dry, sticky and heavy, overgrown with tough sod, or infested with roots, stumps or stones—this Athens-Ingersoll team turns the earth with ease.

Whatever the soil condition, Ingersoll discs work better—longer. That's because they're (1) the only discs made of TEM-CROSS® steel, the steel that's *cross*-rolled for top resistance to splitting and curling under impact; (2) specially heat treated and tempered to assure proper hardness without brittleness, eliminate warping, and add extra toughness and resistance to abrasion.

And that's why *all* leading implement makers equip their tillage tools with Ingersoll discs as standard equipment. To be sure of the same original equipment quality in the replacement discs you sell, order Ingersoll discs direct from *your* implement maker.

Ingersoll *Heat Treated* **Discs**

Ingersoll



**PRODUCTS
DIVISION**

BORG-WARNER CORPORATION
Chicago 43, Illinois

SPECIALISTS IN TILLAGE STEELS • WORLD'S LARGEST MANUFACTURER OF DISCS